



Cambridge IGCSE™

TRAVEL & TOURISM

0471/21

Paper 2 Alternative to Coursework

May/June 2023

INSERT

2 hours 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has **4** pages.

Fig. 2.1 for Question 2

Tourism Ireland, the national tourism organisation (NTO), is responsible for marketing both Northern and Southern Ireland as a leading holiday destination.

Tourism Ireland has just revealed a new marketing campaign to encourage people around the world to 'fill their hearts' with the island of Ireland. As visitor numbers to Ireland have been falling, Tourism Ireland have come up with a creative way to entertain tourists and encourage future visits.

The marketing campaign uses '#fillyourheartwithIreland' to share promotional materials on social media channels. The materials shared include:

- traditional music sessions
- lessons on how to Irish dance
- recipes and live cooking demonstrations
- virtual tours of towns and cities, golf courses and the countryside

Fig. 2.1**Fig. 3.1 for Question 3**


Qatar has relaxed its visa requirements so it can welcome more visitors from around the world. Tourists can visit all year round for the hot summers and warm winter temperatures.

The Noora Resort is located in the West Bay area of Doha. It is close to the city's top attractions, landscaped parks, museums and convention centres. The resort is due to open on 24th October 2024. It will offer a range of exciting activities including desert safaris, scuba diving and other water sports.

The Noora Resort's 5* luxury hotel and bungalow complex will accommodate 200 guests in a variety of rooms and suites. The resort has its own private beach as well as an indoor pool and an outdoor pool. There will be two themed restaurants and a buffet restaurant serving local and international foods. There will be evening entertainment for both adults and children as well as a fully staffed kids club every day.

Fig. 3.1

Fig. 4.1 for Question 4

There are many ways tourists can research destinations. A recent market survey asked people how they did their research before booking their holidays. The survey also asked people how they booked their holidays.

The results are shown below:

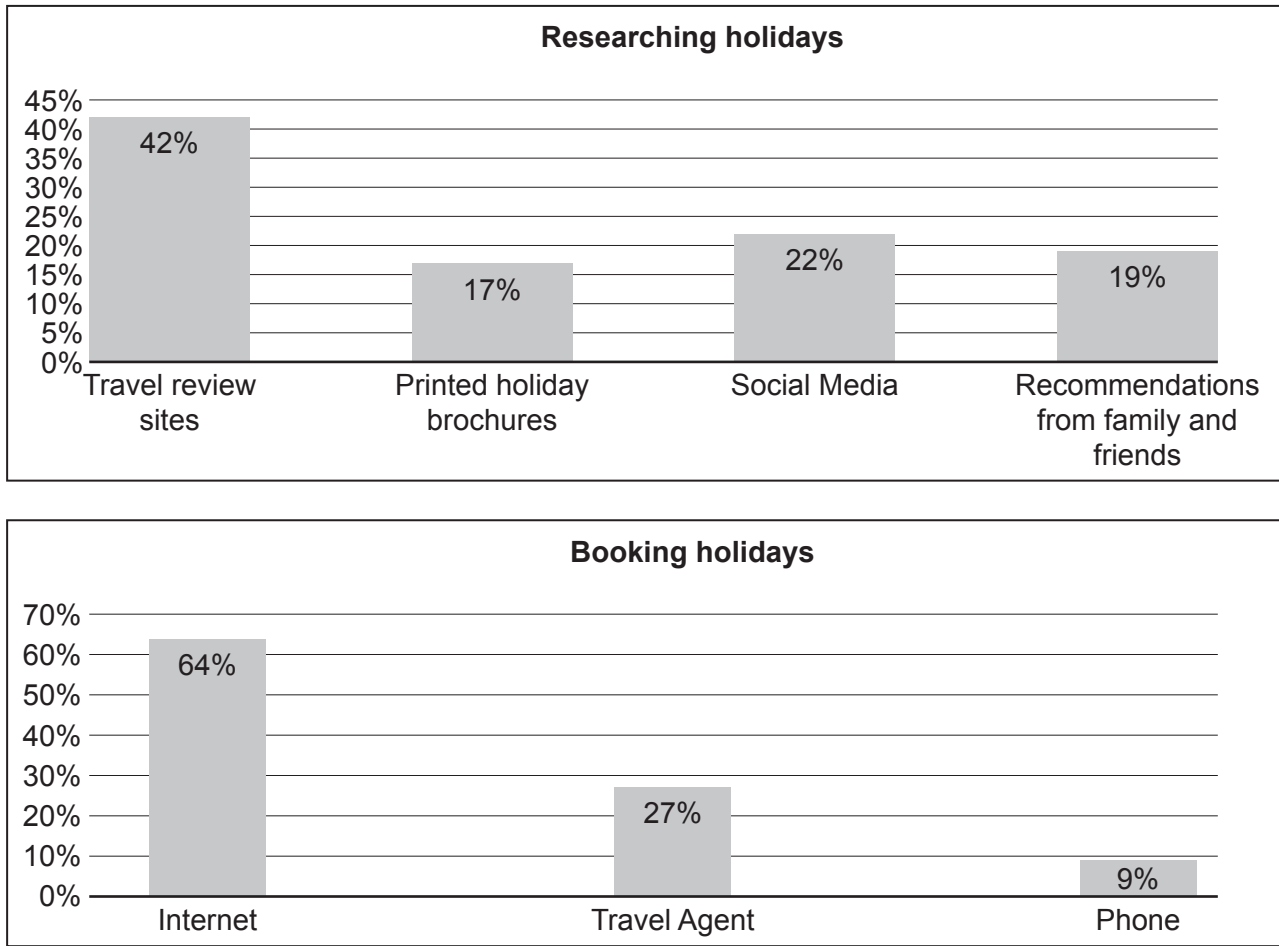


Fig. 4.1

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