

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM

0471/23

Alternative to Coursework

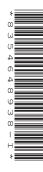
October/November 2017

INSERT

2 hours 30 minutes

READ THESE INSTRUCTIONS FIRST

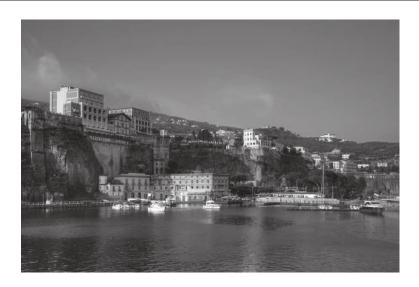
This Insert contains all the Figures referred to in the questions. Anything the candidate writes on this Insert will not be marked.



This document consists of 4 printed pages.



Fig. 1 for Question 1



FLIORI - join us to enjoy the best holiday experience!

We are delighted to offer again our popular Italian tour, based in Sorrento:

Sorrento, Bay of Naples and Capri

From only €699 pp April – October 2017

This beautiful coast of Italy offers visitors fantastic scenery

Your tour includes:

- *7 nights full or half board
- *choice of three or four star hotel in Sorrento or convenient self-catering apartment
- *air-conditioned restaurant
- *close to local restaurants and boutique shops
- *escorted tour of popular Sorrento
- *cruise to the picturesque island of Capri
- *guided tour of historic Pompeii
- *experienced tour representative

Flights from most major airports.

Contact your travel agent or visit our website www.flioritours.com Book direct on info@flioritours.com

Fig. 2 for Question 2

A situation analysis of tourism in Myanmar (Burma).

- 1. The Government of Myanmar has made flexible visa arrangements with some neighbouring countries.
- 2. Most tourism providers in Myanmar do not have access to the internet.
- 3. There are direct scheduled flights to Myanmar from countries such as Thailand, Singapore and Qatar.
- 4. The cities of Yangon and Mandalay are often very congested with traffic.
- 5. There are few budget or other hotel groups operating in Myanmar.
- 6. Many of the local population are interested in working in the hospitality industry in Myanmar.
- 7. Visitor numbers to Myanmar increased by 50% in 2014.

Fig. 2

Fig. 3 for Question 3

Prime Gallery 2016



Prime Gallery was established 25 years ago near the centre of the lively city of Melbourne, Australia. Specialising in modern art, Prime Gallery has become well known for its collection of works by leading Australian artists. Last year, however, visitor numbers declined. Two new galleries opened closer to the main shopping district. Also, a change to public transport routes means that there are fewer buses passing nearby and Prime Gallery is not close to the free tram zone.

Prime Gallery's owners are reluctant to increase entrance prices, but revenues are down again this year. Prime Gallery will need to do much more to attract new customers, especially families, if it is to remain in business.

Fig. 4 for Question 4

Tourism in Cuba



Cuba is a Caribbean island which has a wide variety of fascinating sights for visitors. The capital, Havana, has many historic hotels and restaurants serving traditional Cuban food. The Spanish colonial architecture is well preserved and can be seen throughout the island from Old Havana to Morro Castle. The oldest house in Cuba, the Casa De Diego Velazquez, dates back to the 16th Century and was the official residence of Cuba's first governor. Tourists can also visit the places where famous writers, such as Ernest Hemingway, used to live. The Cuban Tourist Board has recently launched the Authentic Cuba campaign. This highlights the cultural and historic sights of the island, as well as Cuba's many other attractions. The majority of visitors to Cuba come from Canada, but many also come from Mexico and Venezuela. Discount tour packages are an important reason why Cuba is now the second most popular Caribbean island.

Fig. 4

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.