UNIVERSITY OF CAMBRIDGE INTERNATIONAL EX
International General Certificate of Secondary Educati

CANDIDATE
NAME

CENTRE
NUMBER

CAN
NUMBER

6978519516

TRAVEL AND TOURISM **0471/02**

Alternative to Coursework **May/June 2013**

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
You may use a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), a news item about the Giants' Waterfall Cave, a

(a) (i) State **two** target markets for the Giants' Waterfall Cave a

1 .....

2 .....

(ii) Identify **two** ways in which the Giants' Waterfall Cave services in order to attract overseas tourists.

1 .....

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2 .....

.....[2]

(b) Explain **two** reasons why marketing and promotion may be important to the owners of the Giants' Waterfall Cave attraction.

1.....

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2.....

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.....[6]

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(c) Explain **two** pricing policies that would be suitable for the new Cave attraction.

1.....

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2.....

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.....[6]

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(d) The Giants' Waterfall Cave attraction is situated in an area of links. Evaluate the **other** factors which may have influenced Waterfall Cave to develop a visitor attraction in this location.

.... [9]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), a news item about the European low-cost airlin

(a) (i) State **two** reasons to support the view that European l maturity stage of the product life cycle.

1 .....

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2 .....

.....[2]

(ii) New airline routes are examples of products at the introduction stage of the product life cycle. Give **two** market characteristics of the introduction stage.

1 .....

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2 .....

.....[2]

(b) Identify and explain **two** methods of promotion that low-cost airlines could use to promote their new routes.

1.....

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.....[6]

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(c) Low-cost airlines use direct selling as a distribution channel.
the airline of using this distribution channel.

1.....

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2.....

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.....[6]

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(d) Discuss how low-cost airlines might use the marketing mix to

....[9]

[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), an advertisement for a holiday to Sri Lanka, Sports, a global tour operator.

(a) State and explain **two** benefits to the customer of booking thi

1.....

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.....[4]

(b) Other than the AIDA principle, state and explain **two** factors that Vacation Water Sports will consider when producing promotional material such as the advertisement in Fig. 3.

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2.....

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.....[6]

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(c) Analyse **two** ways in which the factor of seasonality may infl
Vacation Water Sports for this holiday.

1.....

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2.....

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(d) Evaluate the suitability of the product/service mix provided Vacation Water Sports.

....[9]

[Total: 25]

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Question 4

Refer to Fig. 4 (Insert), the results of a situation analysis carried Promotion Division. The Seoul Convention Bureau (SCB) is part of the Division. The Seoul Convention Bureau aims to increase business to marketing campaign for 2014.

(a) Using the statement numbers from Fig. 4 (Insert), complet below, choosing only **one** statement under each heading.

Political	**Eco**
Social	**Technological**

[4]

(b) Using the results of the situation analysis shown in Fig. 4 (Insert), identify and explain **three** ways in which SWOT is likely to influence the Seoul Convention Bureau's (SCB) new marketing campaign.

1.....

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2.....

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3.....

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.....[6]

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(c) Explain **two** ways in which the Seoul Convention Bureau (S image within its new marketing campaign.

1.....

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2.....

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.....[6]

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(d) Discuss how the Seoul Convention Bureau (SCB) might u promote business tourism visits to Seoul.

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[Total: 25]

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