Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Second

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CAN NUMBER

6725966081

TRAVEL AND TOURISM **0471/02**

Alternative to Coursework **May/June 2015**

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 an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, 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 and **3** blank pages and **1** insert.

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Question 1

Refer to Fig. 1 (Insert), a situation analysis of tourism carried out Organisation (GNTO) in the Ionian Islands, a region of Greece.

(a) Using the statement numbers from Fig. 1 (Insert), complete choosing only **one** statement under each heading.

Political	**Economic**
Social	**Technological**

[4]

(b) Describe **three** characteristics of the growth stage of the product life cycle.

1 .....

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2 .....

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3 .....

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..... [6]

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(c) State **two** types of market research used by organisations why **each** type may be used.

1 .....

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2 .....

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..... [6]

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(d) Discuss the suitability of Global Distribution Systems (GD
tourism providers in destinations such as the Ionian Islands i

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..... [9]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), an advertisement for a visitor attraction in Mexi

(a) Using Fig. 2 (Insert) identify the following:

(i) **one** product and **one** service which are offered at the ne

Product .....

Service .....

(ii) **two** pricing policies used in this advertisement

1 .....

2 .....

[2]

(b) Explain briefly **three** reasons why marketing and promotion are important for an organisation, such as the Buenos Theme Park, when introducing a product.

1 .....

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2 .....

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3 .....

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..... [6]

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(c) Explain fully **two** reasons why advertising may be chosen visitor attraction, such as the new theme park in Mexico.

1 .....

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2 .....

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..... [6]

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(d) Using the AIDA principle, evaluate the effectiveness of the ad

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[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), a press release from Single Star, a specialist to

(a) Using Fig. 3 (Insert) identify the following:

(i) **two** examples of when single tourists often pay higher p

1 .....

2 .....

(ii) **two** examples of market segments within the single tourist market

1 .....

2 ..... [2]

(b) Explain briefly **three** advantages to tour operators, such as Single Star, of specialising in one target market.

1 .....

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2 .....

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3 .....

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(c) Explain fully **two** factors that may influence the pricing polic Single Star.

1 .....

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2 .....

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(d) Discuss how a specialist tour operator, such as Single Star, enter the market.

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.... [9]

[Total: 25]

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Question 4

Refer to Fig. 4 (Insert), a 2014 marketing campaign for VisitScotland,

(a) Using Fig. 4 (Insert) identify the following:

(i) **two** international sports tourism events held in Scotland

1 .....

2 .....

(ii) **two** methods of transport that international visitors may use to travel to Scotland

1 .....

2 ..... [2]

(b) Identify **three** different types of itinerary available as part of the Homecoming Scotland marketing campaign and **briefly** explain the likely appeal of each itinerary to different visitor types.

1 .....

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2 .....

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3 .....

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(c) Explain fully **two** reasons why a national tourist board migh Homecoming', as part of its marketing campaign.

1 .....

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2 .....

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(d) Discuss the ways in which the product/service mix of a 5* ho
break tourist.

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