Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4602150414

TRAVEL & TOURISM **0471/22**

Paper 2 Alternative to Coursework **May/June 2020**

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Blank pages are indicated.

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Question 1

Refer to Fig. 1.1 (Insert), information about tourism development in Ethiopia, a country in Africa.

(a) (i) State **two** features of Ethiopia that make it a potential tourist destination.

1 .....

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2 .....

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[2]

(ii) Give **two** examples of how tourism rivals of Ethiopia offer better products and services.

1 .....

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2 .....

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[2]

(b) Explain **three** ways the external marketing environment has improved for Ethiopia in recent years.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** ways Ethiopia is working to improve its accessibility to tourists.

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[6]

(d) Discuss the likely benefits to an emerging destination of doubling the number of visitors it receives.

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[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about the CityTICKET, a tourism product available in Chicago, a city in the USA.

(a) Describe **two** characteristics of the CityTICKET as a travel and tourism product.

1 .....

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2 .....

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[4]

(b) Explain **three** reasons why the CityTICKET product is likely to meet customers' needs and wants.

1 .....

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[6]

(c) Explain **two** reasons why tourists might prefer to buy the CityTICKET from retailers in Chicago rather than online.

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[6]

(d) Recommend a suitable pricing strategy for the CityTICKET. Justify the reasons for your recommendation.

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[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), a tour itinerary for the Ifugao Heritage Tour of the rice terraces in the Philippines. The Philippines is a Southeast Asian country in the Western Pacific.

(a) (i) Identify **two** cultural attractions of the Ifugao Heritage Tour.

1 .....

2 .....
[2]

(ii) Define, using an example, what is meant by the term 'supplement'.

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..... [2]

(b) Explain **three** ways the Ifugao Heritage Tour product has been targeted towards the backpacker market.

1 .....

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[6]

(c) Explain **two** reasons why the new charter flight from Manila is important for tourism providers in the Ifugao region.

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[6]

(d) Discuss how guaranteed departure days might help the tour operator to manage the issue of seasonality.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about point of sales (POS) materials for high street travel agents.

(a) Describe **two** point of sales display techniques that travel agents use to attract customers.

1 .....

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2 .....

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[4]

(b) Explain **three** benefits to a travel agency of offering its own exchange rates.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** reasons why high street travel agents must use promotion.

1 .....

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[6]

(d) Discuss how a travel agency might use the AIDA principle to assess the marketing messages within its holiday posters.

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