Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

8163597832

TRAVEL & TOURISM **0471/23**

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 a tourism marketing campaign for the Kingdom of Bahrain, a country in the Middle East.

(a) Describe **two** likely benefits of the Bahrain Tourism and Exhibitions Authority (BTEA) holding meetings with tour operators in the UK as part of the marketing campaign.

1 .....

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2 .....

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[4]

(b) Explain **three** ways Bahrain might create its brand identity.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** ways Bahrain is improving the 'place' element of its marketing mix.

1 .....

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2 .....

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[6]

(d) Evaluate the likely reasons why Bahrain wants to increase its visitor numbers.

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..... [9]

[Total: 25]

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Question 2

Refer to Fig. 2.1 (Insert), information about the use of mobile media marketing and different booking methods for an airline.

(a) (i) Give **two** reasons why the airline needed to carry out market research.

1 .....

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2 .....

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[2]

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

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..... [2]

(b) Explain **three** likely benefits to the customer of using a desktop computer to make a booking rather than using a mobile phone.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** reasons why airlines collect customer profiling data.

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[6]

(d) Evaluate the importance of travel and tourism organisations managing their marketing budgets.

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[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), the results of a SWOT analysis for Greece, a country in Europe.

(a) (i) Define, using an example, what is meant by the term 'specialist tourism'.

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..... [2]

(ii) State **two** likely benefits to Greece of offering specialist tourism.

1 .....

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2 .....

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[2]

(b) Explain **three** likely impacts of political instability on tourism marketing in Greece.

1 .....

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[6]

(c) Explain **two** changes tour operators could make to their marketing mix to increase the number of visitors to Greece.

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[6]

(d) Evaluate how competition affects the marketing of destinations such as Greece.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), an extract from a tourist brochure for St. Vincent and the Grenadines, a destination in the Caribbean.

(a) State St. Vincent's stage on the product life cycle model, giving reasons for your choice.

Stage .....

Reasons .....

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[4]

(b) Identify **three** market segments St. Vincent and the Grenadines might attract. For **each** segment, explain **one** reason for the likely appeal of the destination.

Market segment .....

Appeal .....

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Market segment .....

Appeal .....

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Market segment .....

Appeal .....

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[6]

(c) Explain why the following pricing strategies might be suitable for tourism products in St. Vincent:

market penetration .....

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market skimming .....

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[6]

(d) Discuss the view that St. Vincent offers a broad product/service mix for its visitors.

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..... [9]

[Total: 25]

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