Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4807403732

TRAVEL & TOURISM **0471/22**

Paper 2 Alternative to Coursework **May/June 2021**

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. Any blank pages are indicated.

© UCLES 2021

Question 1

Refer to Fig. 1.1 (Insert), information about Tourism Solomons, the national tourism office for the Solomon Islands. The Solomon Islands is a nation of islands in the South Pacific.

(a) (i) Using an example, define what is meant by the term 'tourism tradeshow'.

.....

.....

.....

..... [2]

(ii) Give **two** examples of public relations Tourism Solomons might use to market the destination.

1 .....

.....

2 .....

.....

[2]

(b) Explain **three** benefits of using geographic segmentation to target potential customers.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** likely reasons for the relaunch of the cruise product to the Solomon Islands.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Discuss how tourism in the Solomon Islands might benefit from those working in tourism learning more about the destination.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

© UCLES 2021

Question 2

Refer to Fig. 2.1 (Insert), the results of a situation analysis of tourism in Mongolia. Mongolia is a country in east Asia, bordering China and Russia.

(a) (i) Use the statement numbers to identify **two** social influences on tourism in Mongolia.

1 .....

2 .....

[2]

(ii) Use the statement numbers to identify **two** threats to tourism in Mongolia.

1 .....

2 .....

[2]

(b) Explain **three** reasons why countries, such as Mongolia, produce tourism marketing plans.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** ways Mongolia's tourism industry might create a unique selling point.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Discuss the likely effects on the tourism industry of seasonality in destinations, such as Mongolia.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about how the distribution channel for tourism products has changed over time.

(a) (i) State **two** components of a traditional holiday package.

1 .....

2 .....
[2]

(ii) Using an example, define what is meant by the term 'dynamic packaging'.

.....

.....

.....

..... [2]

(b) Explain **three** likely benefits to customers of booking a dynamic holiday package.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....
[6]

(c) Explain **two** pricing policies holiday comparison websites might use to sell dynamic holiday packages.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Discuss how travel and tourism products might be marketed differently for different genders.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), an advertisement for a river safari holiday in the Chobe National Park. Chobe is located in Botswana in Africa.

(a) (i) Describe what is meant by the term 'no set itinerary'.

.....

..... [1]

(ii) State **three** customer types this river safari might attract.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** reasons why this river safari might be described as heterogenous.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** ways the advertisement in Fig. 4.1 uses the AIDA principle to create interest.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Discuss why transport links are an important factor of location for tour operators, including the one advertised in Fig. 4.1.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

BLANK PAGE

© UCLES 2021

BLANK PAGE

© UCLES 2021

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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

© UCLES 2021