Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

6288683608

TRAVEL & TOURISM **0471/23**

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.

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Question 1

Refer to Fig. 1.1 (Insert), an advertisement for a holiday offered by Rainforest Rancho, a tour operator specialising in rainforest holidays.

(a) (i) Identify **two** leisure activities offered as part of the Rainforest Bunkhouse experience.

1 .....

2 .....
[2]

(ii) Identify **two** features of the Rainforest Bunkhouse experience offered for the personal safety of guests.

1 .....

2 .....
[2]

(b) Explain **three** ways Rainforest Rancho might modify its products to cater for different market segments.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** factors likely to affect the price paid by customers of Rainforest Rancho.

1 .....

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2 .....

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[6]

(d) Discuss the advantages to customers of direct selling.

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..... [9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about the Jordan Tourism Board and the market research it carries out. Jordan is a country in the Middle East.

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

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..... [2]

(ii) Give **two** examples of how tourist behaviour might change.

1 .....

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2 .....

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[2]

(b) Explain **three** reasons why exit surveys might be used in tourism market research.

1 .....

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[6]

(c) Explain **two** benefits of collecting quantitative market research data.

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[6]

(d) Discuss how market research can improve tourism products for future visitors to Jordan.

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[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about the Switzerland Convention and Incentive Bureau (SCIB). Switzerland is a country in Europe.

(a) (i) Using an example, define the term 'incentive tourism'.

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..... [2]

(ii) Describe **one** incentive activity offered by SCIB.

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..... [2]

(b) Explain the likely appeal of the following services offered by SCIB:

contacts with suppliers in the meetings industry .....

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airport meet and greet .....

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distribution of event materials to local hotels .....

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[6]

(c) Explain **three** reasons why Switzerland is described as an accessible destination.

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[6]

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[Turn over

(d) Discuss how changing its marketing mix might help SCIB attract more visitors.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about tourism in Chongqing, a city in China.

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

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..... [2]

(ii) State **two** pieces of data that might have been used to measure the rate of tourism growth in Chongqing.

1 .....

2 .....

[2]

(b) Explain **three** reasons for the appeal of Chongqing as a tourist destination.

1 .....

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2 .....

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[6]

(c) Explain **two** ways that smart technology might benefit tourists to the city.

1 .....

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[6]

(d) State Chongqing's position as a destination on the product lifecycle model. Justify your answer.

Position on the product lifecycle model .....

Justification .....

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[9]

[Total: 25]

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