Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER			

1307730373

TRAVEL & TOURISM **0471/22**

Paper 2 Alternative to Coursework **May/June 2022**

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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1 Refer to Fig. 1.1 (Insert), results of a customer satisfaction survey of a ski resort in eastern Europe.

(a) Identify from Fig. 1.1 the category from the survey which applies to each 'p' of the marketing mix.

Product .....

Price .....

Place .....

Promotion .....

[4]

(b) Explain **two** ways travel and tourism organisations use market research to identify customer needs.

1 .....

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2 .....

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[6]

(c) Explain **three** reasons why travel and tourism organisations might use market penetration as a pricing policy.

1 .....

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2 .....

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[6]

(d) Discuss how ski resorts can use sales promotions to encourage more tourists.

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..... [9]

[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about different tourist types.

(a) (i) Define the term 'special interest tourism'.

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..... [1]

(ii) Give **three** examples of special interest tourism.

1 .....

2 .....

3 .....

[3]

(b) Explain how a hotel could adapt its product to meet the needs of **each** of the following market segments:

business tourists .....

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families .....

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grey market (over 65s) .....

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[6]

(c) Explain **two** benefits to travel and tourism organisations of developing a product portfolio.

1 .....

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[6]

(d) Discuss the benefits to the tourism provider of identifying their target market.

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[Total: 25]

3 Refer to Fig. 3.1 (Insert), Stephinatos booking page. Stephinatos is an online tour operator specialising in holidays to the Seychelles, Mauritius and the Maldives.

(a) Identify **two** activities offered by Stephinatos and suggest a target market for **each**.

Activity	**Target market**
1	
2	

[4]

(b) A tourism provider in the Seychelles is planning to build a new activity centre on the island of Mahé.

Explain how **each** of the following factors might influence the choice of location:

adjacent facilities .....

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availability of staff .....

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[6]

(c) Explain the appeal of package holidays to **each** of the following market segments:

families .....

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education tourists .....

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[6]

(d) Discuss the factors that might determine the pricing policy used by Stephinatos.

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[Total: 25]

4 Refer to Fig. 4.1 (Insert), a SWOT analysis of Greek tourism.

(a) Using the statement numbers in Fig. 4.1 complete the table below by giving **one** statement under each heading.

Strength	**Weakness**
Opportunity	**Threat**

[4]

(b) Explain **three** uses of the Product Life Cycle for travel and tourism organisations.

1 .....

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2 .....

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3 .....

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[6]

(c) Give **three** possible economic factors identified by a PEST analysis and explain their impact on the tourism market.

1 .....

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[6]

(d) Discuss the importance of using SWOT analysis as a marketing tool.

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[Total: 25]

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