Cambridge Assessment International Education

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CENTRE NUMBER						CANDIDATE NUMBER				

4912884559

TRAVEL & TOURISM **0471/23**

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), information about Seabreeze eco-resort in Puerto Rico, an island in the Caribbean Sea.

(a) (i) Identify **two** products offered by Seabreeze.

1 .....

2 .....
[2]

(ii) Suggest **two** market segments this resort might appeal to.

1 .....

2 .....
[2]

(b) Explain **three** benefits of marketing to destinations, such as Puerto Rico, when reopening their hotels.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **three** types of market research Seabreeze could use to measure customer satisfaction.

1 .....

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2 .....

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3 .....

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[6]

(d) Discuss the most effective ways of promoting a new resort, such as Seabreeze.

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..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about Tourist Information Centres (TICs).

(a) (i) Define the term 'leisure tourist'.

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..... [1]

(ii) Give **three** examples of leisure tourists.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** ways TICs can promote local tourism.

1 .....

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2 .....

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3 .....

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[6]

(c) In order to remain competitive, TICs have expanded their range of products and services.

Explain the benefits of **each** of the following new services being offered by TICs.

Mobile apps .....

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24-hour touch screens .....

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[6]

(d) Discuss the benefits to destinations of TICs working with domestic tour operators to attract more visitors to an area.

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[Total: 25]

3 Refer to Fig. 3.1 (Insert), an advertisement for Rajas Travel, a tour operator in India.

(a) (i) Define the term 'variable pricing'.

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..... [2]

(ii) Other than variable pricing, state **two** pricing policies that Rajas Travel might use.

1 .....

2 .....
[2]

(b) Explain **three** factors that determine the pricing policies used by tour operators.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** advantages to India of developing its products to encourage more educational tourists.

1 .....

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2 .....

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[6]

(d) Discuss the benefits of using online virtual tours as a promotional tool for destinations, such as India.

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[Total: 25]

4 Refer to Fig. 4.1 (Insert), an advertisement for the opening of a new Dhabi Theme Park in Abu Dhabi, United Arab Emirates.

(a) (i) Identify **two** services found at the Dhabi Theme Park.

1 .....

2 ..... [2]

(ii) State **two** characteristics of services.

1 .....

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2 .....

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[2]

(b) Explain **one** benefit to Dhabi Theme Park of using **each** of the following distribution channels:

direct selling .....

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internet .....

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retailers .....

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[6]

(c) Dhabi Theme Park is at the introductory stage of the Product Life Cycle.

Explain **two** characteristics of the introductory stage of the Product Life Cycle.

1 .....

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2 .....

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[6]

(d) Discuss the factors Dhabi Theme Park might consider when producing effective promotional materials.

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..... [9]

[Total: 25]

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