Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

6251963979

TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **May/June 2023**

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), an advertisement for Mountain Sun Holidays.

(a) (i) Identify **two** products offered by Mountain Sun Holidays.

1 .....

2 .....
[2]

(ii) Identify **two** services offered by Mountain Sun Holidays.

1 .....

2 .....
[2]

(b) Explain **three** methods of promotion suitable for adventure holiday providers, such as Mountain Sun Holidays.

1 .....

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2 .....

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3 .....

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[6]

(c) Mountain Sun Holidays wants to increase its market share.

Explain the suitability of the following pricing policies for Mountain Sun Holidays:

variable pricing .....

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competitive pricing .....

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[6]

(d) Discuss the advantages to travel and tourism organisations of providing e-ticketing.

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..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about a marketing campaign for Ireland.

(a) Suggest **four** market segments targeted by Ireland's campaign.

1 .....

2 .....

3 .....

4 .....

[4]

(b) Explain **three** methods a tourism organisation might use to create a brand image.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** benefits to destinations of having a brand image.

1 .....

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2 .....

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[6]

(d) Discuss the role of timing in planning an effective travel and tourism promotional campaign.

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..... [9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), an advertisement for the opening of the new Noora Resort in Qatar.

(a) (i) State the stage Noora Resort should be placed in the product life cycle.

..... [1]

(ii) State **three** characteristics of this stage.

1 .....

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2 .....

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3 .....

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[3]

(b) Explain **three** ways the Noora Resort's location will appeal to tourists.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** benefits to tourism providers of using printed publicity materials as a method of communication.

1 .....

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2 .....

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[6]

(d) Discuss the factors that may influence the choice of location for a new resort.

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..... [9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), results from a market survey about holiday research and bookings.

(a) State **two** advantages and **two** disadvantages to tourists of using online travel review sites.

Advantages

1 .....

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2 .....

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Disadvantages

1 .....

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2 .....

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[4]

(b) Explain **three** likely advantages to customers of using printed holiday brochures before booking a holiday.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain the advantages to travel and tourism organisations of using the following types of market research:

questionnaires .....

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focus groups .....

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[6]

(d) Discuss the benefits to tourism organisations of using the Internet to sell holidays.

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..... [9]

[Total: 25]

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