Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

9165094182

TRAVEL & TOURISM **0471/22**

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.

© UCLES 2023

1 Refer to Fig. 1.1 (Insert), an advertisement for Manatees Adventures.

(a) (i) Identify **two** products offered by Manatees Adventures.

1 .....

2 .....
[2]

(ii) Identify **two** ancillary services offered by Manatees Adventures.

1 .....

2 .....
[2]

(b) Explain **three** ways Manatees Adventures can benefit from using social media.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....
[6]

(c) A SWOT analysis of Manatees Adventures identified not having a car park and not seeing any animals as weaknesses.

Explain why these are seen as weaknesses:

not having a car park .....

.....

.....

.....

.....

.....

not seeing any animals .....

.....

.....

.....

.....

.....

[6]

(d) Using the AIDA model, evaluate the effectiveness of the advertisement in Fig. 1.1.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about the current state of tourism in Barbados.

(a) (i) State which stage on the product life cycle Barbados should be placed.

..... [1]

(ii) Give **three** characteristics of the stage of the product life cycle you have placed Barbados.

1 .....

.....

2 .....

.....

3 .....

.....

[3]

(b) Explain **one** benefit to the customer of each of the following pricing policies:

special offers .....

.....

.....

.....

competitive pricing .....

.....

.....

.....

price bundling .....

.....

.....

.....

[6]

(c) Explain **three** ways tourism organisations use trade promotions to raise awareness of their products and services with other tourism organisations.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(d) The Barbados Ministry of Tourism has decided to create a new brand image.

Evaluate the importance of using a brand image for destinations such as Barbados.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), an advertisement for business tourism in New York.

(a) (i) Define the term 'business tourism'.

.....

..... [1]

(ii) Identify **three** reasons why New York is a suitable destination for business tourists.

1 .....

.....

2 .....

.....

3 .....

.....

[3]

(b) Explain **three** reasons why business tourism is important to a destination such as New York.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** ways Tourist Information Centres (TICs) support business tourism.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Evaluate the importance of marketing and promotion to business tourism providers.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), a press release for a new type of holiday resort in Kerala.

(a) (i) Define the term 'press release'.

.....

..... [1]

(ii) Other than a press release, state **three** types of promotion Kerala might use.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** factors of location that may be considered when setting up a new resort.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** reasons why there needs to be a period of intense marketing for destinations at the introduction stage of the product life cycle.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Evaluate the disadvantages of using a range of distribution channels to sell a new tourism product such as Kerala's floating resort.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

BLANK PAGE

© UCLES 2023

BLANK PAGE

© UCLES 2023

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 Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2023