Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER			

TRAVEL & TOURISM **0471/23**

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), a SWOT analysis of Fiji.

(a) (i) Identify **two** threats for Fiji.

1 .....

2 .....
[2]

(ii) Identify **two** weaknesses for Fiji.

1 .....

2 .....
[2]

(b) Explain **three** ways developing ecotourism could benefit rural areas in Fiji.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **three** reasons why national tourist boards carry out SWOT analysis.

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[6]

(d) Evaluate the importance to destinations such as Fiji of having a competitive advantage.

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[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about Rising Sun Tours, a tour operator in Japan.

(a) (i) Explain the term 'perishable'.

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..... [2]

(ii) Give **two** examples of perishable products in the travel and tourism industry.

1 .....

2 .....

[2]

(b) Explain **three** reasons why tourism providers need to identify the position of a product in the product life cycle.

1 .....

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[6]

(c) Explain how using the following pricing policies help tourism organisations overcome the issue of perishability:

discount pricing .....

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loss leader pricing .....

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[6]

(d) Discuss how tour operators, such as Rising Sun Tours, could develop their product/service mix to attract a wider range of customers.

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[Total: 25]

3 Refer to Fig. 3.1 (Insert), the results of a market survey.

(a) (i) Identify **two** reasons why travel and tourism organisations carry out market research.

1 .....

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2 .....

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[2]

(ii) Identify **two** types of survey that may have been used to collect the data shown in Fig. 3.1.

1 .....

2 .....

[2]

(b) Explain **three** advantages of using primary research.

1 .....

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[6]

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(c) There are five stages in the market research process.

Explain what is done at the following stages:

designing the research .....

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collecting data .....

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[6]

(d) Evaluate the role of national tourist boards in helping to increase tourist numbers in a country.

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[Total: 25]

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4 Refer to Fig. 4.1 (Insert), an advertisement for Frische Luft Campsite.

(a) (i) Define the term 'target market'.

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..... [1]

(ii) Identify **three** target markets of Frische Luft Campsite.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** reasons why tourism organisations target particular market segments.

1 .....

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[6]

(c) Explain how the following factors impact the price charged by Frische Luft Campsite:

seasonality .....

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customer expectations .....

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[6]

(d) Evaluate the benefits of using electronic media to attract customers.

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