UNIVERSITY OF CAMBRIDGE INTERNATIONAL EX
International General Certificate of Secondary Educati

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CAN NUMBER

8548232147

TRAVEL AND TOURISM **0471/23**

Alternative to Coursework **October/November 2013**

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
You may use a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), a news item about Rail of India, a tour operator

(a) (i) Identify **two** target markets for Rail of India.

1 .....

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2 .....

..... [2]

(ii) Explain **one** reason why marketing is important to travel and tourism providers, such as Rail of India, when launching a new product.

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..... [2]

(b) Explain **one** advantage and **one** disadvantage of market penetration as a suitable pricing policy for the 'Gateway to India' product.

Advantage .....

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Disadvantage .....

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..... [6]

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(c) Identify and explain **two** ways in which Rail of India has dev
for the needs of customers from Japan and Australia.

1 .....

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2 .....

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(d) Discuss the range of distribution channels that would be s
attract new customers from Japan and Australia.

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[Total: 25]

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TURN OVER FOR QUESTION 2

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Question 2

Refer to Fig. 2 (Insert), information about tourism in Bulgaria, a central

(a) Explain **two** ways in which tourism providers in Bulgaria ca
Fig. 2 to plan their marketing campaign for 2013.

1 .....

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2 .....

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(b) Explain how tourism providers in Bulgaria might use the f
increase sales of their food and travel services:

- special offers .....

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- discount pricing .....

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- variable pricing .....

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[6]

(c) Explain how the following factors might affect the pricing policies used by travel and tourism providers:

- competition .....

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- customers' expectations .....

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[6]

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(d) Compare and contrast the suitability of television adverti methods of promoting cultural tourism.

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[Total: 25]

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TURN OVER FOR QUESTION 3

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Question 3

Refer to Fig. 3 (Insert), a news item about The Skanis Hotel in the North

(a) Identify **four** ways in which The Skanis Hotel has created a f

1 .....

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3 .....

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4 .....

..... [4]

(b) State and explain **two** advantages to travel and tourism organisations of providing e-ticketing.

1 .....

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2 .....

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(c) The Skanis Hotel has introduced price bundling for its new
advantage and **one** disadvantage to **customers** of price bun

Advantage .....

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Disadvantage .....

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(d) Discuss how travel and tourism organisations are likely to us

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Question 4

Refer to Fig. 4 (Insert), a news item about Windmills of Holland, an i attraction in Holland.

(a) (i) Name **two** primary research techniques which may ha produce this news item.

1 .....

2 .....

(ii) Give **one** advantage and **one** disadvantage of using primary research data.

Advantage .....

.....

Disadvantage .....

..... [2]

(b) Windmills of Holland is at the maturity stage of the product life cycle. Explain **two** ways in which Windmills of Holland could use the characteristics of the maturity stage to plan its marketing campaign.

1 .....

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2 .....

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(c) Explain **three** reasons why brand image may be import providers, such as Windmills of Holland, when planning effec

1 .....

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(d) Discuss the locational factors that may influence travel an their choice of site for a visitor attraction.

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[Total: 25]

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