Cambridge IGCSE

Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

3950264893

TRAVEL AND TOURISM **0471/23**

Alternative to Coursework **October/November 2019**

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 an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, 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.

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1 Refer to Fig. 1.1 (Insert), promotional material from We Do City Breaks, a tour operator, advertising city break holidays.

(a) (i) Describe, using an example, what a city break holiday is.

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..... [2]

(ii) Identify **two** likely target markets for the recommended Barcelona city break.

1 .....

2 .....

[2]

(b) Explain **three** ancillary services this tour operator could develop as part of its product portfolio.

1 .....

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2 .....

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3 .....

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[6]

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(c) Explain **two** ways the promotional material in Fig. 1.1 has successfully adopted the AIDA principle.

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2 .....

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[6]

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(d) Evaluate the importance of pricing within the marketing mix for the We Do City Breaks tour operator.

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..... [9]

[Total: 25]

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2 Refer to Fig. 2.1 (Insert), a news item about product modification in budget airlines.

(a) (i) State **two** features of the budget airline product.

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2 .....

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[2]

(ii) Low cost carriers segment the market in several ways, including geographical segmentation.

Use an example to describe what is meant by the term 'geographical segmentation'.

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(b) Explain **three** factors of price which affect the products and services offered by budget airlines.

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[6]

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(c) Explain **two** reasons why budget airlines use the internet to distribute their products.

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(d) Safety concerns may prevent 'standing seats' on planes ever being permitted.

Evaluate alternative ways that airlines might develop their product/service mix to remain competitive.

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[Total: 25]

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3 Refer to Fig. 3.1 (Insert), a press release about the Silk Road Tourism Festival held in Gansu Province, China.

(a) (i) Identify **two** forms of public relations (PR) used to promote the Silk Road Tourism Festival.

1 .....

2 .....
[2]

(ii) Describe, using a relevant travel and tourism example, what is meant by the term 'joint marketing'.

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(b) Explain **three** benefits to an overseas travel agent of winning a tourism industry award in China.

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[6]

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(c) Explain **two** ways an international tourism festival, such as the Silk Road Tourism Festival, can lead to repeat visits by tourists.

1 .....

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[6]

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(d) Discuss why the characteristics of a festival make it more like a service than a product.

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[Total: 25]

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4 Refer to Fig. 4.1 (Insert), information about tourism in Australia.

(a) Describe **two** likely methods of promotion used by Tourism Australia.

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[4]

(b) Explain **three** reasons why tourism organisations carry out market research.

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[6]

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(c) Explain **two** ways Tourism Australia might use information about its key source markets.

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[6]

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(d) Use the product life cycle model to evaluate the current market position of Australia as a destination, based on the market research data in Fig. 4.1.

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