Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

5414187290

TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **October/November 2020**

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. Blank pages are indicated.

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Question 1

Refer to Fig. 1.1 (Insert), a promotional leaflet advertising a tour to Cappadocia, a region in Central Turkey.

(a) (i) Give **two** reasons why adventure tourists might be interested in joining the advertised tour.

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2 .....

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[2]

(ii) Define, using an example, what is meant by the term 'airport transfer'.

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..... [2]

(b) Explain **three** reasons why many tourists prefer to book guided tours.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** reasons why the tour operator might select prestige pricing for this tour.

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[6]

(d) Turkey's popularity as a destination decreased in the last decade following a number of terrorist-related incidents.

Discuss how a destination might apply the principles of the product life cycle model to extend its popularity with tourists.

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..... [9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about the glass bridge which opened in China in 2016.

(a) Describe **two** forms of public relations the glass bridge attraction might have used to communicate with customers about the launch of the product.

1 .....

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2 .....

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[4]

(b) Explain **three** reasons why it is important for the operators of the glass bridge attraction to create a positive image of the product.

1 .....

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[6]

(c) Explain **two** factors of price which are most likely to influence the price paid by customers to access the glass bridge.

1 .....

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[6]

(d) Evaluate the effectiveness of the marketing mix used by the glass bridge attraction.

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[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about GDS.

(a) (i) State what GDS stands for.

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..... [1]

(ii) Describe how a typical GDS operates.

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..... [3]

(b) Explain **three** benefits to customers of the use of GDS in travel and tourism.

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[6]

(c) Explain **two** reasons why some customers prefer to purchase directly from a tour operator rather than use the services of a travel agency.

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[6]

(d) The cost of oil often rises and falls.

Assess the likely impacts of fluctuations in oil prices on the overall cost of package holidays.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about Yosemite National Park in the US and the Yosemite Mariposa County Tourism Bureau (YMCTB).

(a) Describe **two** functions of the YMCTB.

1 .....

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2 .....

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[4]

(b) Explain **three** reasons why group overnight stays in Yosemite are important to the YMCTB.

1 .....

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2 .....

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[6]

(c) Explain **two** strategies Yosemite National Park have used to ensure tourists visit all year round.

1 .....

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[6]

(d) Discuss the possibilities for further developing the tourism offering in Yosemite National Park.

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[Total: 25]

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