Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

3420348763

TRAVEL & TOURISM **0471/22**

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), an article about tourism growth in Pakistan, and the Pakistan Tourism Development Corp (PTDC), the national tourism board. Pakistan is a country in Asia.

(a) Describe **two** likely market research techniques used to collect data about visitor numbers in Pakistan.

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2 .....

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[4]

(b) Explain **three** ways PTDC could monitor the success of its marketing campaign in London.

1 .....

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3 .....

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[6]

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(c) Explain **two** likely reasons why Pakistan attracts fewer visitors than other destinations.

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[6]

(d) Discuss the ways PTDC might develop a product portfolio to appeal to a broader customer base.

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[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about mountain bike holidays in the Salzburger Sportwelt area, a region of sports resorts in Austria.

(a) (i) Define, using an example, what is meant by the term 'fully customisable packages'.

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..... [2]

(ii) State **two** advantages to the customer of all packages being fully customisable.

1 .....

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2 .....

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[2]

(b) Explain **three** features of the sports resort that would appeal to its main target market of mountain bike enthusiasts.

1 .....

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[6]

(c) Explain **two** sales promotion techniques the sports resort might adopt.

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[6]

(d) Analyse the suitability of a variable pricing policy for the customisable MTB holiday packages.

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[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about plans to encourage more tourists to Japan, a country in Asia.

(a) Describe **two** different forms of print advertisements the Japanese government might use in its marketing campaign.

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[4]

(b) Explain **three** factors of place the Japanese government should consider when encouraging visitors away from the Golden Route.

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[6]

(c) Explain **two** economic factors the Japanese government has already considered under the price part of the marketing mix.

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[6]

(d) Discuss the likely benefits to the Japanese government of using market analysis tools for its travel and tourism industry.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about tourism in the Russian Arctic.

(a) (i) Suggest **two** reasons why tourists can only take part in organised excursions in the Russian Arctic.

1 .....

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2 .....

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[2]

(ii) Give **one** example of **each** of the following market segments interested in Arctic tourism in Russia:

a geographic segment .....

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a psychographic segment .....

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[2]

(b) Explain **three** reasons why the Russian Arctic is suitable for the development of ecotourism products.

1 .....

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[6]

(c) Explain **two** ways tourism activities have been adapted to meet the specific needs of customers in the Russian Arctic.

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[6]

(d) Discuss the view that the Russian Arctic is a destination at the growth stage of the product life cycle model.

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