Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0140064609

TRAVEL & TOURISM **0471/23**

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 summary of Spain's position on the product lifecycle model.

(a) Describe **two** characteristics of a mature destination.

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2 .....

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[4]

(b) Explain **three** reasons why visitors no longer find some parts of Spain appealing.

1 .....

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2 .....

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3 .....

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[6]

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(c) Explain **two** reasons why discount pricing is suitable for some Spanish destinations.

1 .....

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[6]

(d) Evaluate how electronic media can be used to create interest in a destination.

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[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about the Singapore Night Race, a sporting event. Singapore is a country in Asia.

(a) Describe **two** purposes of tourism sponsorship.

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2 .....

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[4]

(b) Explain **three** reasons for the popularity of sporting events as a tourist activity.

1 .....

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[6]

(c) Explain **two** reasons why timing is an important aspect of a promotional campaign for the annual Singapore Night Race.

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[6]

(d) Discuss why a positive organisational image is important for the provider of the Singapore Night Race.

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[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), an advertisement for a special interest package to Prince Edward Island (PEI) in Canada.

(a) (i) Define, using an example, what is meant by the term 'double occupancy'.

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..... [2]

(ii) Suggest **two** benefits to the tour operator of using the double occupancy strategy.

1 .....

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2 .....

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[2]

(b) Explain **three** ways the advertised special interest package has been tailored to the needs of the customer.

1 .....

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3 .....

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[6]

(c) Identify **two** ways the advertised package might be perishable. For **each**, suggest how the tour operator might overcome the issue.

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[6]

(d) Assess the importance of brand loyalty when creating this type of special interest product.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about tourism subsidies in Kerala, a region in India.

(a) (i) Define, using an example, what is meant by the term 'star classification'.

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..... [2]

(ii) Give **two** reasons why star classifications are important when marketing tourism within a destination.

1 .....

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[2]

(b) Explain **three** likely reasons why the Department of Tourism in Kerala is offering tourism subsidies.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** ways the internet might help the Department of Tourism promote the subsidy scheme.

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[6]

(d) Discuss why repeat business is important for all organisations in the travel and tourism industry.

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[Total: 25]

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