Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

6043347539

TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **October/November 2021**

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. Any blank pages are indicated.

© UCLES 2021

Question 1

Refer to Fig. 1.1 (Insert), an advertisement for a holiday to Sri Lanka, an island destination in the Indian Ocean.

(a) Describe **two** components included in this package holiday.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Explain **three** reasons for the likely appeal of Sri Lanka to leisure tourists.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

© UCLES 2021

(c) Explain **two** benefits to the provider of using a website as a distribution channel for this holiday.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Discuss why the characteristics of travel and tourism products and services might lead to limited availability of these tours.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

© UCLES 2021

Question 2

Refer to Fig. 2.1 (Insert), information about the cruise industry.

(a) Identify **four** characteristics of a typical cruise passenger, according to the research data.

1 .....

2 .....

3 .....

4 .....

[4]

(b) Explain **three** reasons why the travel industry collects statistical research data.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** reasons why prestige pricing might **not** be a suitable pricing policy for all cruise holidays.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Evaluate how effectively cruise lines have adapted their marketing mix for younger passengers (the millennials).

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), the results of a SWOT analysis of the Philippines as a tourist destination. The Philippines is a south east Asian country, comprising more than 7000 islands in the Pacific Ocean.

(a) Explain why SWOT analysis is a useful tool for travel and tourism organisations.

.....

.....

.....

.....

.....

.....

.....

..... [4]

(b) Explain, using the results of the SWOT analysis in Fig. 3.1, **three** factors of place which may currently prevent tourists from wanting to visit the Philippines.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain how tourism providers in the Philippines can benefit from **each** of the following opportunities:

increased demand for accommodation .....

.....

.....

.....

increased number of international visitors .....

.....

.....

.....

diversified tourism packages .....

.....

.....

.....

[6]

(d) Assess the importance of marketing and promotion to the Philippines after negative travel advisory guidance has been issued to tourists.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about the 2019 China–New Zealand 'Year of Tourism'.

(a) Describe **two** ways the 'Year of Tourism' marketing campaign can be used to create a brand image for tourism between China and New Zealand.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Explain **three** likely reasons why New Zealand chose China as its marketing partner for the 'Year of Tourism'.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** likely benefits for tourism businesses in New Zealand of using the 'China Toolkit' as a trade promotion technique.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Evaluate the importance to Tourism New Zealand of following the stages of a promotional campaign for the 'Year of Tourism'.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

BLANK PAGE

© UCLES 2021

BLANK PAGE

© UCLES 2021

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.

© UCLES 2021