Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

5351832715

TRAVEL & TOURISM **0471/22**

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.

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Question 1

Refer to Fig. 1.1 (Insert), information about a chatbot used by Visit Faroe Islands. The Faroe Islands is a destination in the North Atlantic Ocean.

(a) (i) Give **two** examples of tourist information the chatbot can provide.

1 .....

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2 .....

..... [2]

(ii) Describe how the chatbot service is homogenous in character.

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..... [2]

(b) Explain **three** advantages to Visit Faroe Islands of using a chatbot for its tourist information service.

1 .....

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2 .....

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3 .....

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..... [6]

(c) Explain **two** ways the chatbot might be improved to support tourism in the Faroe Islands.

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2 .....

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[6]

(d) Discuss how Visit Faroe Islands might assess the effectiveness of its chatbot service in meeting customers' needs for tourist information.

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..... [9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), a press release about the issue of overcrowding in Venice.

(a) Using examples, define what is meant by **each** of the following terms:

day tripper .....

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honeypot destination .....

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[4]

(b) Explain **three** access measures in Venice which are likely to affect the place aspect of the marketing mix.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** economic measures authorities in Venice use within the price aspect of the marketing mix, to help control overcrowding in the city.

1 .....

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2 .....

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[6]

(d) To what extent do you agree Venice has entered the saturation stage on the product lifecycle model? Justify your answer.

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..... [9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), an advertisement for a family holiday.

(a) (i) Describe what is meant by the term 'half-board'.

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..... [2]

(ii) Identify the **two** types of market segmentation used by Fun in creating this holiday destination.

1 .....

2 .....
[2]

(b) Explain **three** pricing policies suitable for the Fun product.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** likely benefits for customers of using a travel agent to book this holiday.

1 .....

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[6]

(d) Evaluate the effectiveness of the advertisement in Fig. 3.1 using the AIDA principle.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about advertising via a national tourism website.

(a) Describe **two** likely functions of a Destination Marketing Organisation.

1 .....

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2 .....

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[4]

(b) Explain **three** reasons why potential visitors to a destination are likely to use the national tourism website of the country they are planning to visit.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** benefits to the provider of producing e-marketing materials.

1 .....

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2 .....

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[6]

(d) Evaluate the ways national tourism boards might develop their tourism product portfolio.

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..... [9]

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