Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0785810879

TRAVEL & TOURISM **0471/23**

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), an advertisement for a holiday to Sri Lanka, an island destination in the Indian Ocean.

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

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2 .....

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[4]

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

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2 .....

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3 .....

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[6]

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

1 .....

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[6]

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

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[Total: 25]

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.

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[4]

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

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[6]

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

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[6]

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

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[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.

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(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.

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[6]

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

increased demand for accommodation .....

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increased number of international visitors .....

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diversified tourism packages .....

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[6]

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

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[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 .....

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2 .....

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[4]

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

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[6]

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

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[6]

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

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[Total: 25]

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