Cambridge Assessment International Education

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CENTRE NUMBER						CANDIDATE NUMBER				

0140856589

TRAVEL & TOURISM **0471/23**

Paper 2 Alternative to Coursework **October/November 2022**

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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1 Refer to Fig. 1.1 (Insert), information about Malawi, a country in Africa.

(a) (i) Define the term 'brand image'.

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..... [1]

(ii) Other than using a brand slogan, state **three** ways a destination might create a brand image.

1 .....

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2 .....

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3 .....

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[3]

(b) Explain **three** benefits of using a website to promote tourist destinations such as Malawi.

1 .....

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2 .....

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3 .....

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[6]

(c) Malawi is at the growth stage of the Product Life Cycle.

Describe **three** characteristics of the growth stage of the Product Life Cycle.

1 .....

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2 .....

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3 .....

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[6]

(d) Discuss the importance of brand image for destinations such as Malawi.

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..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about River Fire Cruises.

(a) (i) Identify **two** market segments of River Fire Cruises.

1 .....

2 .....
[2]

(ii) Identify **two** services offered by River Fire Cruises.

1 .....

2 .....
[2]

(b) River Fire Cruises have chosen price bundling as a pricing strategy.

Explain **three** advantages to the customer of price bundling.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **three** reasons why tourism providers identify their target market.

1 .....

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[6]

(d) Discuss the reasons why travel and tourism organisations might change their marketing mix to achieve their objectives.

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..... [9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), results of a SWOT analysis of tourism in Bulgaria, a country in Eastern Europe.

(a) Using the statement numbers from Fig. 3.1 complete the table below:

One Strength	**One** Weakness
One Opportunity	**One** Threat

[4]

(b) Explain **three** reasons why national tourist boards carry out a SWOT analysis.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain how **each** of the following methods can be used by national tourist boards to assess their position in the market:

market research .....

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marketing mix .....

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competitor analysis .....

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[6]

(d) Discuss how a destination can use marketing and promotion to increase tourist numbers after a pandemic disease.

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..... [9]

[Total: 25]

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4 Refer to Fig. 4.1 (Insert), an advertisement for Island Hoppers tour operator.

(a) (i) Tour operators often use GDS.

State what the initials GDS stand for:

G .....

D .....

S .....
[3]

(ii) Give **one** example of what GDS is used for.

.....

..... [1]

(b) Explain **three** ways a tour operator, such as Island Hoppers, could develop its products to attract more families.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain the benefits of **each** of the following methods of promotion for tour operators:

trade shows .....

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electronic media .....

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[6]

(d) Discuss the factors that might affect a tour operator when choosing their pricing policies.

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..... [9]

[Total: 25]

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