Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0961746848

TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **October/November 2023**

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 2023

1 Refer to Fig. 1.1 (Insert), a PEST analysis of India.

(a) Using the statement numbers from Fig. 1.1 complete the table below. Choose only **one** statement under each heading.

Political	**Economic**
Social	**Technological**

[4]

(b) Explain **three** benefits to countries, such as India, of doing a PEST analysis.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **one** impact of seasonality on each of the following social factors identified by a PEST analysis:

employment .....

.....

.....

.....

.....

.....

overcrowding .....

.....

.....

.....

.....

.....

[6]

(d) Discuss how low-cost airlines use the marketing mix to increase customer numbers.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about tourism in Norway.

(a) (i) Define the term 'market segmentation'.

.....

..... [1]

(ii) Identify **three** market segments likely to be targeted by Visit Norway.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** marketing functions of national tourist offices, such as Visit Norway.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain the suitability of the following methods of promotion for the Nordland Railway:

videos .....

.....

.....

.....

.....

.....

sales promotions .....

.....

.....

.....

.....

.....

[6]

(d) Discuss the most suitable pricing policies for encouraging new visitors to Norway.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), an advertisement for New Zealand Cave Adventures, a specialist tour operator.

(a) Describe **two** pricing policies used in Fig. 3.1.

Policy 1 .....

.....

.....

.....

Policy 2 .....

.....

.....

.....

[4]

(b) Explain **three** reasons why promoting products leads to an increase in customer interest.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **one** advantage and **one** disadvantage of using the internet for advertising tourism products.

Advantage .....

.....

.....

.....

.....

.....

Disadvantage.....

.....

.....

.....

.....

.....

[6]

(d) Discuss how developing a range of products would increase appeal across different market segments.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

© UCLES 2023

4 Refer to Fig. 4.1 (Insert), an advertisement for Acindina Resort on the island of Cyprus.

(a) Identify **four** factors that may affect the price of a stay at the Acindina Resort.

1 .....

.....

2 .....

.....

3 .....

.....

4 .....

.....

[4]

(b) Explain **three** benefits to customers of using travel agents to book a holiday.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** benefits to the customer of market segmentation.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(d) Evaluate the factors Acindina Resort must consider when producing effective promotional materials.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

BLANK PAGE

BLANK PAGE

© UCLES 2023

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 Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2023