Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

2108559595

TRAVEL & TOURISM **0471/22**

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.

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1 Refer to Fig. 1.1 (Insert), an advertisement for Solo Travellers packages.

(a) (i) Define the term 'single traveller'.

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..... [1]

(ii) Other than single travellers, state **three** types of travel and tourism customers.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** ways Solo Travellers meet the needs of single travellers.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** benefits to customers of Solo Travellers including links to attractions on their website.

1 .....

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2 .....

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[6]

(d) Evaluate the disadvantages to customers of travel and tourism providers selling their products online.

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..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about walking holidays in Scotland, UK.

(a) (i) Define the term 'seasonality'.

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..... [1]

(ii) Identify **three** ways walking holidays have been encouraged in Scotland.

1 .....

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2 .....

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3 .....

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[3]

(b) Explain **three** ways a brand image is used to market specialist tourism.

1 .....

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3 .....

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[6]

(c) Explain the suitability of the following pricing policies for specialist tour operators:

prestige pricing .....

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market skimming .....

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[6]

(d) Evaluate the benefits of using magazines as a method of promotion for specialist tourism.

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..... [9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), an advertisement for a multi-centred holiday.

(a) (i) Identify **two** features of Dubai that make it a suitable destination for tourists.

1 .....

2 .....

[2]

(ii) Identify **two** features of Mauritius that make it a suitable destination for tourists.

1 .....

2 .....

[2]

(b) Explain **three** reasons for the appeal of multi-centre holidays.

1 .....

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3 .....

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[6]

(c) Explain **two** benefits to tour operators of using discount pricing.

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[6]

(d) Discuss the benefits to customers of using online review sites when booking a holiday.

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..... [9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), information about tourism development in Vietnam.

(a) State **four** features of Vietnam that would appeal to adventure tourists.

1 .....

2 .....

3 .....

4 .....

[4]

(b) Tourism in Vietnam is at the growth stage of the product life cycle.

Explain **three** features of this stage.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** ways tourism providers in Vietnam can use the information in Fig. 4.1 to plan their marketing campaigns.

1 .....

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2 .....

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[6]

(d) Evaluate the benefits to destinations, such as Vietnam, of rebranding.

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..... [9]

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