Cambridge Assessment International Education

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CENTRE NUMBER						CANDIDATE NUMBER				

0271822095

TRAVEL & TOURISM **0471/23**

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), 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 .....

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2 .....

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3 .....

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[6]

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

employment .....

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overcrowding .....

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[6]

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

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..... [9]

[Total: 25]

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

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

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..... [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 .....

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[6]

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

videos .....

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sales promotions .....

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[6]

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

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..... [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 .....

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Policy 2 .....

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[4]

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

1 .....

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[6]

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

Advantage .....

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Disadvantage.....

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[6]

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

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[Total: 25]

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 .....

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2 .....

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3 .....

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4 .....

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[4]

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

1 .....

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2 .....

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3 .....

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[6]

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

1 .....

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2 .....

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[6]

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

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[Total: 25]

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