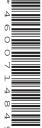


Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER		CANE NUME	DIDATE BER		



TRAVEL AND TOURISM

0471/02

Alternative to Coursework

May/June 2016

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

All the Figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of 13 printed pages, 3 blank pages and 1 insert.



Refer to Fig. 1 (Insert), information about Sarandsail, an activity tourism provider in New Zealand.

(a)	Usi	ng Fig. 1 (Insert), identify the following:
	(i)	two target markets for Sarandsail.
		1
		2[2]
	(ii)	two products offered by Sarandsail.
		1
		2[2]
(b)	-	plain how each of the following factors might influence an activity holiday provider in its pice of location for an activity holiday centre.
	• (character and features of the area
	• 8	adjacent facilities
	•	local and transient population
		[6]

(c)	Explain how the following methods of promotion might be suitable for an activity holiday provider, such as Sarandsail:
	publicity/print materials
	• internet
	[6]

(d)	Evaluate the ways in which Sarandsail might develop its marketing mix to attract more of its target customers.
	[9]

[Total: 25]

Refer to Fig. 2 (Insert), an advertisement for a resort in The Gambia, a country in West Africa.

Usi	ng Fig. 2 (Insert), identify the following:
(i)	two features of Semkong Beach Resort which might appeal to ecotourists.
	1
	2[2]
(ii)	the two services provided by Semkong Beach Resort.
	1
	2[2]
Ser	nkong Beach Resort is at the growth stage of the product life cycle.
Des	scribe three characteristics of this stage.
1	
2	
3	
	[6]
	(ii) (iii) Ser Des 1 2

(c)	Explain t organisati			-	_	•	otion	migh	t be	import	ant	to	tourism
	1	 			 	 							
	2												
		 			 	 							[6]

(d)	Using the AIDA principle, evaluate the effectiveness of the advertisement shown in Fig. 2 (Insert).
	[9]
	[Total: 25]

Refer to Fig. 3 (Insert), a situation analysis of tourism in Norway, a country in Western Europe.

(a) Using the statement numbers in Fig. 3 (Insert), complete the SWOT Analysis table below, choosing only **one** statement under each heading.

One Strength of tourism in Norway	One Weakness of tourism in Norway
One Opportunity for tourism in Norway	One Threat to tourism in Norway

[4]

(b) Innovation Norway, the national organisation responsible for tourism in Norway, aims to develop a brand image for adventure tourism.

Explain how each of the following might be used to develop a brand image:

• promotion	
brand loyalty	
• price	

[6]

(c)	Explain two ways in which tourism providers in Norway might adapt their products to cater for the adventure tourist.
	1
	2
	[6]

(d)	Evaluate the factors that might influence tourism providers in Norway in their choice of pricing policies for adventure tourism products.
	[9]

[Total: 25]

Refer to Fig. 4 (Insert), information about rail travel in the USA.

(a)	Usi	ng Fig. 4 (Insert), identify the following:
	(i)	the two ways in which rail travel providers in the USA have adapted their product to cate for cultural tourists.
		1
		2[2
	(ii)	two competitors of rail travel.
		1
		2[2
(b)	Exp	plain three pricing policies which might be used by rail travel providers to attract customers
	1	
	2	
	3	
		[6

(c)	Explain the advantages to the providers of rail travel in the USA of using each of the following distribution channels:
	direct selling
	wholesalers
	[6]

(d)	Evaluate how the product-service mix may be used by providers of rail travel in the USA to overcome the competition from other transport providers on routes across the USA.
	[9]

[Total: 25]

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