

Cambridge Assessment International Education

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

0471/21

Alternative to Coursework

October/November 2019

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. 1.1 (Insert), promotional material from We Do City Breaks, a tour operator, advertising

C	ity	brea	ık holidays.	
(a	a)	(i)	Describe, using an example, what a city break holiday is.	
		(ii)	Identify two likely target markets for the recommended Barcelona city break.	L—1
			1	
			2	
				[2]
(k	o)	Ехр	lain three ancillary services this tour operator could develop as part of its product portfol	lio.
		1		
		2		
		3		••••
				[6]

1

(c)	Explain two ways the promotional material in Fig. 1.1 has successfully adopted the AIDA principle.
	1
	2
	[6]

(d)	Evaluate the importance of pricing within the marketing mix for the We Do City Breaks tour operator.
	[9]
	[Total: 25]

Refer to Fig. 2.1 (Insert), a news item about product modification in budget airlines.

(a)	(i)	State two features of the budget airline product.
		1
		2
		[2]
	(ii)	Low cost carriers segment the market in several ways, including geographical segmentation.
		Use an example to describe what is meant by the term 'geographical segmentation'.
		[2]
(b)		lain three factors of price which affect the products and services offered by budget nes.
	1	
	2	
	3	
		[6]

2

(c)	Explain two reasons why budget airlines use the internet to distribute their products.
	1
	2
	[6]

(d)	Safety concerns may prevent 'standing seats' on planes ever being permitted.
	Evaluate alternative ways that airlines might develop their product/service mix to remain competitive.
	[9]
	[Total: 25]

		Fig. 3.1 (Insert), a press release about the Silk Road Tourism Festival held in Gansue, China.
(a)	(i)	Identify two forms of public relations (PR) used to promote the Silk Road Tourism Festival.
		1
		2[2]
	(ii)	Describe, using a relevant travel and tourism example, what is meant by the term 'joint marketing'.
		[2]
(b)	Exp Chi	plain three benefits to an overseas travel agent of winning a tourism industry award in
	1	
	2	
	3	
		[6]

3

(c)	Explain two ways an international tourism festival, such as the Silk Road Tourism Fe can lead to repeat visits by tourists.	stival
	1	
	2	

(d)	Discuss why the characteristics of a festival make it more like a service than a product.
	[9

Rei	er to Fig. 4.1 (Insert), information about tourism in Australia.
(a)	Describe two likely methods of promotion used by Tourism Australia.
	1
	1
	2
	[4
(b)	Explain three reasons why tourism organisations carry out market research.
	1
	2
	3
	[6

Explain two ways Tourism Australia might use information about its key source markets.
1
2
[6]

(d)	Use the product life cycle model to evaluate the current market position of Australia as a destination, based on the market research data in Fig. 4.1.
	[9

[Total: 25]

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