

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

535183271

TRAVEL & TOURISM

0471/22

Paper 2 Alternative to Coursework

October/November 2021

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.

Refer to Fig. 1.1 (Insert), information about a chatbot used by Visit Faroe Islands. The Faroe Islands is a destination in the North Atlantic Ocean.

(a)	(i)	Give two examples of tourist information the chatbot can provide.
		1
		2
		[2]
	(ii)	Describe how the chatbot service is homogenous in character.
(b)	Exn	lain three advantages to Visit Faroe Islands of using a chatbot for its tourist information
(6)	serv	rice.
	3	
		[6]

(c)	Explain two ways the chatbot might be improved to support tourism in the Faroe Islands.
	1
	2
	[6]

(d)	Discuss how Visit Faroe Islands might assess the effectiveness of its chatbot service in meeting customers' needs for tourist information.
	[9]

[Total: 25]

Refer to Fig. 2.1 (Insert), a press release about the issue of overcrowding in Venice.

(a)	Using examples, define what is meant by each of the following terms:
	day tripper
	honeypot destination
	[4]
<i>(</i> 1.)	
(b)	Explain three access measures in Venice which are likely to affect the place aspect of the marketing mix.
	1
	2
	3
	[6]

Explain two economic measures authorities in Venice use within the price aspect of the marketing mix, to help control overcrowding in the city.
1
2
[6]

(d)	To what extent do you agree Venice has entered the saturation stage on the product lifecycle model? Justify your answer.
	[9]
	[Total: 25]

Refer to Fig. 3.1 (Insert), an advertisement for a family holiday.

(a)	(i)	Describe what is meant by the term 'half-board'.	
		[2]
	(ii)	Identify the two types of market segmentation used by Fun in creating this holidatestination.	ìУ
		1	
		2	
			2]
(b)	Exp	lain three pricing policies suitable for the Fun product.	
	1		
	2		
	3		
]	 61

(c)	Explain two likely benefits for customers of using a travel agent to book this holiday.
	1
	2
	[6]

(d)	Evaluate the effectiveness of the advertisement in Fig. 3.1 using the AIDA principle.
	[9]
	[3]

[Total: 25]

Refer to Fig. 4.1 (Insert), information about advertising via a national tourism website.

(a)	Describe two likely functions of a Destination Marketing Organisation.
	1
	2
	[2
(b)	Explain three reasons why potential visitors to a destination are likely to use the national tourism website of the country they are planning to visit.
	1
	2
	3
	[6

Explain two benefits to the provider of producing e-marketing materials.
1
2
[6]

(d)	Evaluate the ways national tourism boards might develop their tourism product portfolio.
	[9]

[Total: 25]

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