



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

0471/02

Alternative to Coursework

May/June 2013

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 a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, 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.





Question 1

Refer to Fig. 1 (Insert), a news item about the Giants' Waterfall Cave, a visitor attraction in Brazil.

(a) (i) State **two** target markets for the Giants' Waterfall Cave attraction.

1

2 [2]

(ii) Identify **two** ways in which the Giants' Waterfall Cave attraction has developed services in order to attract overseas tourists.

1

.....

2

..... [2]

(b) Explain **two** reasons why marketing and promotion may be important to the owners of the Giants' Waterfall Cave attraction.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

..... [6]

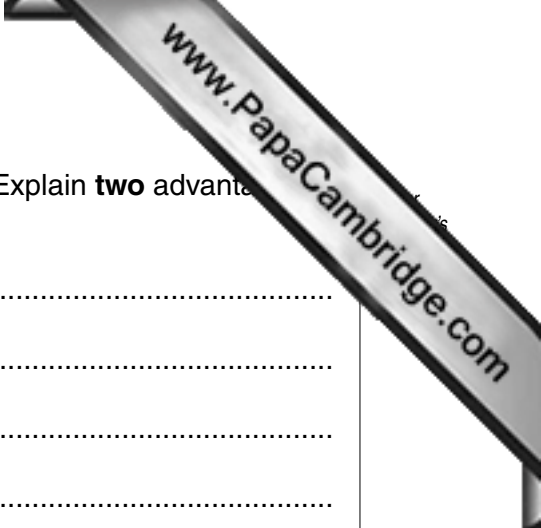


(c) Explain **two** pricing policies that would be suitable for the newly opened Giants' World Cave attraction.

1.....
.....
.....
.....
.....
.....
.....

2.....
.....
.....
.....
.....
.....

.....[6]



(c) Low-cost airlines use direct selling as a distribution channel. Explain **two** advantages for the airline of using this distribution channel.

1.....

.....

.....

.....

.....

.....

2.....

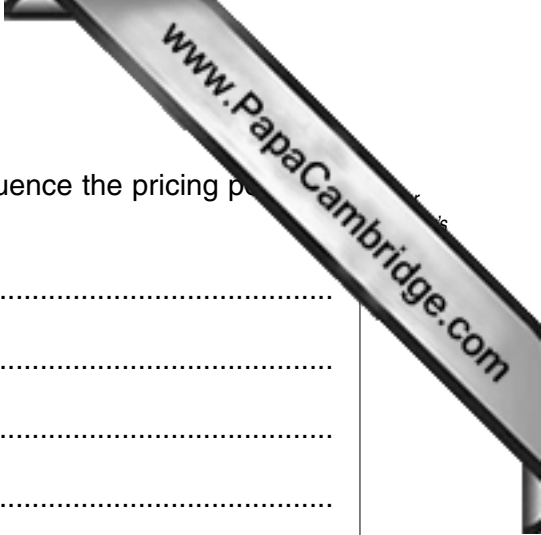
.....

.....

.....

.....

..... [6]



(c) Analyse **two** ways in which the factor of seasonality may influence the pricing of Vacation Water Sports for this holiday.

1.....
.....
.....
.....
.....
.....
.....

2.....
.....
.....
.....
.....
.....

.....[6]



Question 4

Refer to Fig. 4 (Insert), the results of a situation analysis carried out by the Seoul Tourism Promotion Division. The Seoul Convention Bureau (SCB) is part of the Seoul Tourism Promotion Division. The Seoul Convention Bureau aims to increase business tourism by preparing a new marketing campaign for 2014.

- (a) Using the statement numbers from Fig. 4 (Insert), complete the PEST analysis table below, choosing only **one** statement under each heading.

Political	Economic
Social	Technological

[4]

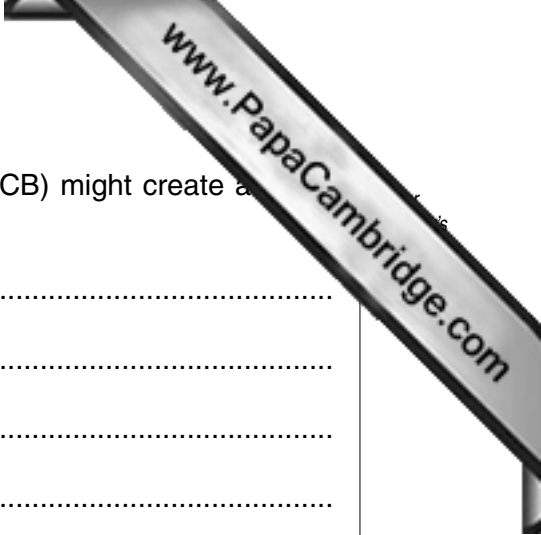
- (b) Using the results of the situation analysis shown in Fig. 4 (Insert), identify and explain **three** ways in which SWOT is likely to influence the Seoul Convention Bureau's (SCB) new marketing campaign.

1.....
.....
.....
.....
.....

2.....
.....
.....
.....
.....

3.....
.....
.....
.....

.....[6]



(c) Explain **two** ways in which the Seoul Convention Bureau (SCB) might create a positive image within its new marketing campaign.

1.....
.....
.....
.....
.....
.....
.....

2.....
.....
.....
.....
.....
.....

.....[6]

15
BLANK PAGE

www.PapaCambridge.com

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.