

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

480740373

TRAVEL & TOURISM

0471/22

Paper 2 Alternative to Coursework

May/June 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 Tourism Solomons, the national tourism office for the Solomon Islands. The Solomon Islands is a nation of islands in the South Pacific.

(a)	(i)	Using an example, define what is meant by the term 'tourism tradeshow'.
		[2]
	(ii)	Give two examples of public relations Tourism Solomons might use to market the destination.
		1
		2
		2
		[2]
(h)	Exn	lain three benefits of using geographic segmentation to target potential customers.
(~)	-	
	1	
	2	
	3	
		[6]

(c)	Explain two likely reasons for the relaunch of the cruise product to the Solomon Islands.
	1
	2
	[6]
	[-1

(d)	Discuss how tourism in the Solomon Islands might benefit from those working in tourism learning more about the destination.
	[9]

[Total: 25]

Refer to Fig. 2.1 (Insert), the results of a situation analysis of tourism in Mongolia. Mongolia is a country in east Asia, bordering China and Russia.

(a)	(i)	Use the statement numbers to identify two social influences on tourism in Mongolia.	
		1	
		2	[2]
	(ii)	Use the statement numbers to identify two threats to tourism in Mongolia.	
		1	
		2	 [2]
(b)	Exp	lain three reasons why countries, such as Mongolia, produce tourism marketing plans	i -
	1		
	2		
	3		

(c)	Explain two ways Mongolia's tourism industry might create a unique selling point.
	1
	2
	[6]

(d)	Discuss the Mongolia.	likely	effects	on th	ne to	ourism	industry	of	seaso	nality	in	destir	nations,	such	as
									•••••						
						•••••			•••••						[9]

Refer to Fig. 3.1 (Insert), information about how the distribution channel for tourism products has changed over time.

(a)	(i)	(i) State two components of a traditional holiday package. 1							
		2							
	(ii)	Using an example, define what is meant by the term 'dynamic packaging'.							
(b)	Exp	plain three likely benefits to customers of booking a dynamic holiday package.	[–]						
	1								
	3								
			[6]						

(c)	Explain two pricing policies holiday comparison websites might use to sell dynamic holiday packages.
	1
	2
	[6]

(d)	Discuss how travel and tourism products might be marketed differently for different genders.
	[9]

[Total: 25]

Refer to Fig. 4.1 (Insert), an advertisement for a river safari holiday in the Chobe National Park. Chobe is located in Botswana in Africa.

(a)	(i)	Describe what is meant by the term 'no set itinerary'.	
	(ii)	State three customer types this river safari might attract.	
		1	
		2	
		3	[3]
(b)	Exp	plain three reasons why this river safari might be described as heterogenous.	[0]
	1		
	2		
	3		
			[6]

(c)	Explain two ways the advertisement in Fig. 4.1 uses the AIDA principle to create interest.
	1
	2
	[6]

(d)	Discuss why transport links are an important factor of location for tour operators, including the one advertised in Fig. 4.1.
	[9]

[Total: 25]

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