



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

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TRAVEL AND TOURISM

0471/23

Alternative to Coursework

May/June 2018

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 **14** printed pages, **2** blank pages and **1** insert.

- (c) Use information from the Inbound Tourism Survey for the Netherlands to create a profile of a typical visitor to the country.

Complete the following table to give **two** details for **each** type of market segmentation.

Visitor Profile

Type of market segmentation	Characteristics in relation to typical visitors to the Netherlands
Geographic	1 2
Demographic	1 2
Psychographic	1 2

[6]

Question 2

Refer to Fig. 2 (Insert), an advertisement for Bermuda Tours. Bermuda is an island destination in the North Atlantic Ocean.

(a) (i) Identify **one product** and **one service** included in the tour.

Product

Service [2]

(ii) Places on the tour are perishable.

Explain what the term perishable means for travel and tourism products and services.

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..... [2]

(b) Bermuda Tours uses price bundling for its tours.

Explain **three** advantages of price bundling as a pricing strategy for customers.

1

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2

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3

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(c) Explain how the following **two** factors may affect pricing decisions for Bermuda Tours:

profitability

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economic factors

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[6]

Question 3

Refer to Fig. 3 (Insert), a press release about tourism in Ladakh, located in the north Indian state of Jammu and Kashmir.

- (a) Use information given in the press release to carry out a situation analysis of tourism in Ladakh.

Describe **each** of the following:

one threat to tourism in Ladakh

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one social influence of tourism in Ladakh

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[4]

(b) A press release is an example of public relations.

Explain **three** advantages to the tourism authorities in Ladakh of using public relations as a method of promotion.

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[6]

- (c) Ladakh Tourism is planning to run a promotional campaign to attract more customers to the region.

Explain how the tourism authority should manage the following **two** stages of the promotional campaign:

choosing an audience

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establishing the message

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[6]

(d) Discuss the benefits to Ladakh Tourism of working with a number of inbound tour operators to attract more visitors to the area.

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[9]

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Question 4

Refer to Fig. 4 (Insert), information about a business tourism facility in Bulawayo. Bulawayo is a city in Zimbabwe, a southern African country.

- (a) (i) The Sanganai Tourism Expo is an example of a trade fair. Trade fairs are a form of trade promotions.

Explain the purpose of a **trade promotion** in the travel and tourism industry.

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..... [2]

- (ii) The Sanganai Tourism Expo attracts business tourists.

Describe **one** likely need of a business tourist.

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- (b) Explain how the following factors may have influenced the location of the Zimbabwe International Exhibition Centre in Bulawayo:

accessibility

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adjacent facilities

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[6]

(c) Explain how marketing and promotion may lead to the following for the Zimbabwe International Exhibition Centre in Bulawayo:

positive organisational image

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repeat business

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[6]

(d) Bulawayo is at the re-launch stage of the product life cycle model as a city destination.

Discuss how tourism authorities in Zimbabwe should use this information to develop their marketing mix for tourism in the city.

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..... [9]
[Total: 25]

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