



Cambridge IGCSE™

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



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.

This document has **16** pages. Any blank pages are indicated.

Question 1

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.

.....
.....
.....
..... [2]

(b) Explain **three** advantages to Visit Faroe Islands of using a chatbot for its tourist information service.

1

2

3

[6]

(c) Explain **two** ways the chatbot might be improved to support tourism in the Faroe Islands.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 2

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]

(b) Explain **three** access measures in Venice which are likely to affect the place aspect of the marketing mix.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) 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]

Question 3

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 holiday destination.

1

2

[2]

(b) Explain **three** pricing policies suitable for the Fun product.

1

.....
.....
.....

2

.....
.....
.....

3

.....
.....
.....

[6]

(c) Explain **two** likely benefits for customers of using a travel agent to book this holiday.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 4

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

.....

.....

.....

[4]

(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]

(c) Explain **two** benefits to the provider of producing e-marketing materials.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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