

# **Cambridge IGCSE**<sup>™</sup>

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

460215041

TRAVEL & TOURISM

Paper 2 Alternative to Coursework

May/June 2020

0471/22

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.

# Question 1

Refer to Fig. 1.1 (Insert), information about tourism development in Ethiopia, a country in Africa.

(a)	(i)	State <b>two</b> features of Ethiopia that make it a potential tourist destination.  1
		2
		[2]
	(ii)	Give <b>two</b> examples of how tourism rivals of Ethiopia offer better products and services.  1
		2
		[2]
(b)	Exp yea	lain <b>three</b> ways the external marketing environment has improved for Ethiopia in recent rs.
	1	
	2	
	3	
		[6]

(c)	Explain <b>two</b> ways Ethiopia is working to improve its accessibility to tourists.
	1
	2
	[6]

(d)	Discuss the likely benefits to an emerging destination of doubling the number of visitors it receives.
	[9]

[Total: 25]

### Question 2

Refer to Fig. 2.1 (Insert), information about the CityTICKET, a tourism product available in Chicago, a city in the USA.

(a)	Describe <b>two</b> characteristics of the CityTICKET as a travel and tourism product.
	1
	2
	[4]
(b)	Explain <b>three</b> reasons why the CityTICKET product is likely to meet customers' needs and wants.
	1
	2
	3
	[6]

(c)	Explain <b>two</b> reasons why tourists might prefer to buy the CityTICKET from retailers in Chicarather than online.	ago
	1	
	2	
		 [6]

(d)	Recommend a suitable pricing strategy for the CityTICKET. Justify the reasons for your recommendation.
	[9]
	[9] [Total: 25]
	[Total: 20]

### **Question 3**

Refer to Fig. 3.1 (Insert), a tour itinerary for the Ifugao Heritage Tour of the rice terraces in the Philippines. The Philippines is a Southeast Asian country in the Western Pacific.

(a)	(i)	Identify <b>two</b> cultural attractions of the Ifugao Heritage Tour.
		1
		2
		[2]
	(ii)	Define, using an example, what is meant by the term 'supplement'.
		[2]
(b)	Exp	lain <b>three</b> ways the Ifugao Heritage Tour product has been targeted towards the
` ,		kpacker market.
	1	
	2	
	3	
	0	
		[6]

(c)	Explain <b>two</b> reasons why the new charter flight from Manila is important for tourism providers in the Ifugao region.
	1
	2
	[6]

(d)	Discuss how guaranteed departure days might help the tour operator to manage the issue of seasonality.
	[9]

[Total: 25]

Refer to Fig. 4.1 (Insert), information about point of sales (POS) materials for high street travel agents.

#### **Question 4**

Explain <b>three</b> benefits to a travel agency of offering its own exchange rates.
1
2
3
[6]

(c)	Explain <b>two</b> reasons why high street travel agents must use promotion.
	1
	2
	[6]

(d)	Discuss how a travel agency might use the AIDA principle to assess the marketing messages within its holiday posters.
	rol
	[9]
	[Total: 25]

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