

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME		
CENTRE NUMBER	CANDIDATE NUMBER	

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.



Refer to Fig. 1 (Insert), information about the Inbound Tourism Survey for the Netherlands. The Netherlands is a country in Europe.

(a)	(i)	Describe the market research technique used by the tourism authorities in the Netherlands.
		[2]
	(ii)	Identify the two travel providers involved in collecting visitor information in the Netherlands.
		1
		2
		[2]
(b)	Exp	lain two reasons why travel and tourism organisations use market research.
	1	
	2	
		[6]

(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	2
Demographic	2
Psychographic	2

[6]

(d)	Discuss how travel and tourism providers in the Netherlands might develop products and services to cater specifically for the profiled visitor from 1(c).
	[9]

[Total: 25]

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.
		[2]
/L\	Daw	
(D)		muda Tours uses price bundling for its tours.
	Exp	lain three advantages of price bundling as a pricing strategy for customers.
	1	
	2	
	3	
		[6]

(c)	Explain how the following two factors may affect pricing decisions for Bermuda Tours:
	profitability
	economic factors
	[6]

(d)	Discuss the benefits to both the tour operator and the customer of offering fully customised tours.
	[9]

Ladakh.

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

Describe each of the following:
one threat to tourism in Ladakh
one social influence of tourism in Ladakh
[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.
1
2
3

[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
	establishing the message
	[6]

(d)	Discuss the benefits to Ladakh Tourism of working with a number of inbound tour operators to attract more visitors to the area.		
	[9]		
	[Total: 25]		

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.
	[2]
(ii)	The Sanganai Tourism Expo attracts business tourists.
	Describe one likely need of a business tourist.
	ro
_	[2]
	lain how the following factors may have influenced the location of the Zimbabwe rnational Exhibition Centre in Bulawayo:
acce	essibility
adja	cent facilities
	Exp

(c)	Explain how marketing and promotion may lead to the following for the Zimbabwe International Exhibition Centre in Bulawayo:
	positive organisational image
	repeat business
	Tepeat business
	[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.
	[9]

[Total: 25]

BLANK PAGE

BLANK PAGE

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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

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.