

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL & TOURISM 0471/23

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), an advertisement for a holiday offered by Rainforest Rancho, a tour operator specialising in rainforest holidays.

(a)	(i)	Identify two leisure activities offered as part of the Rainforest Bunkhouse experience.
		1
		2[2]
	(ii)	Identify two features of the Rainforest Bunkhouse experience offered for the personal safety of guests.
		1
		2[2]
(b)	-	lain three ways Rainforest Rancho might modify its products to cater for different market ments.
	1	
	2	
	3	
		[6]

(c)	Explain two factors likely to affect the price paid by customers of Rainforest Rancho.
	1
	2
	[6]

(d)	Discuss the advantages to customers of direct selling.
	[9]
	[Total: 25]

Refer to Fig. 2.1 (Insert), information about the Jordan Tourism Board and the market research it carries out. Jordan is a country in the Middle East.

(a)	(i)	Using an example, define what is meant by the term 'source market'.
		[2]
	(ii)	Give two examples of how tourist behaviour might change.
		1
		2
		[2]
(b)		lain three reasons why exit surveys might be used in tourism market research.
	1	
	3	
		[6]

(c)	Explain two benefits of collecting quantitative market research data.
	1
	2
	[6]

(d)	Discuss how market research can improve tourism products for future visitors to Jordan.
	[9]
	[Total: 25]

Refer to Fig. 3.1 (Insert), information about the Switzerland Convention and Incentive Bureau (SCIB). Switzerland is a country in Europe.

(a)	(i)	Using an example, define the term 'incentive tourism'.
		[2]
	(ii)	Describe one incentive activity offered by SCIB.
		[2]
(b)	Evn	
(D)		lain the likely appeal of the following services offered by SCIB:
	con	tacts with suppliers in the meetings industry
	airp	ort meet and greet
	dist	ribution of event materials to local hotels
		[6]

(c)	Explain three reasons why Switzerland is described as an accessible destination.
	1
	2
	3
	[6]

(d)	Discuss how changing its marketing mix might help SCIB attract more visitors.
	[9

[Total: 25]

Refer to Fig. 4.1 (Insert), information about tourism in Chongqing, a city in China.

(a)	(i)) Using an example, define what is meant by the term 'domestic visitors'.					
	(ii)	State two pieces of data that might have been used to measure the rate of tour growth in Chongqing.					
		1					
		2	[2]				
(b)	Exp	plain three reasons for the appeal of Chongqing as a tourist destination.					
	3						
			 [6]				
			F . 1				

(c)	Explain two ways that smart technology might benefit tourists to the city.
	1
	2
	[6]

© UCLES 2021

(d)	State Chongqing's position as a destination on the product lifecycle model. Justify you answer.	our
	Position on the product lifecycle model	
	Justification	
		 [9]

[Total: 25]

BLANK PAGE

BLANK PAGE

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.