

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND TO	DURISM		0471/23
Alternative to Co	ursework	Octobe	r/November 2017
		2 i	nours 30 minutes
Candidates answ	er on the Question Paper.		

READ THESE INSTRUCTIONS FIRST

No Additional Materials are required.

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.

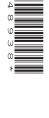
DO NOT WRITE IN ANY BARCODES.

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), an advertisement for Fliori, a tour operator in Italy, a country in western Europe.

(a)	Ider	ntify the following:	
	(i)	two examples of excursions	
		1	
		2[2	2]
	(ii)	two examples of accommodation	
		1	
		2[2	2]
(b)	Ехр	lain three ways a tour operator, such as Fliori, could overcome the impact of seasonality	/.
	1		
	2		
	3		
		[6	3]

(c)	Ехр	lain the suitability of the following methods of promotion for a tour operator, such as Fliori:
	•	direct marketing
		point of sale displays
		[6]

(d)	Discuss the importance of the stages of the promotional campaign when producir effective promotional materials, such as the advertisement in Fig. 1 (Insert).	ıg
	[9]

[Total: 25]

Refer to Fig. 2 (Insert), the results of a situation analysis of tourism in Myanmar (Burma), a country in Asia.

(a)	lder	ntify the following:
	(i)	two positive influences on tourism in Myanmar
		1
		2[2]
	(ii)	two negative influences on tourism in Myanmar
		1
		2[2]
(b)		plain three reasons why marketing and promotion is very important for an emerging travel tourism sector, such as in Myanmar.
	1	
	2	
	3	
		[6]

(c)	Few hotel providers in Myanmar have access to the internet.
	Suggest two reasons why this may be a disadvantage when trying to attract customers.
	1
	2
	[6]

(d)	Evaluate the importance of transport links when choosing a suitable location for a travel and tourism facility in Myanmar.
	[9]
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Refer to Fig. 3 (Insert), information about Prime Gallery, a visitor attraction in Melbourne, Australia.

(a)	Explain two reasons why Prime Gallery's visitor numbers have declined.	
	1	
	2	
		. [4]
(b)	Prime Gallery is at the decline stage of the product life cycle.	
	Describe three characteristics of the decline stage.	
	1	
	2	
	3	
	J	
		. [c]

(c)	Suggest two suitable pricing policies for a tourism facility in the decline stage of the product life cycle, such as Prime Gallery.
	1
	2
	[6]

(d)	Discuss how Prime Gallery might create a different product portfolio to attract more family customers.
	[9]

[Total: 25]

Refer to Fig. 4 (Insert), information about tourism in Cuba, a Caribbean island.

(a)	Sug	ggest the following:	
	(i)	two reasons why Cuba may appeal to cultural tourists	
		1	
		2	[2]
	(ii)	two reasons for the likely appeal of tour packages	
		1	
		2	[2]
(b)	Cuk	ba has established tourism offices in a number of other countries, such as Mexico.	
	Sug	ggest three likely advantages of doing this.	
	1		
	2		
	3		

(c)	Other than the use of the slogan 'Authentic Cuba' explain two ways the Cuban Tourist Board could create a brand image.
	1
	2
	Tel.

(d)	Discuss how travel and tourism providers in Cuba could develop the marketing mix to increase the number of visitors from Europe.
	[9]
	[Total: 25]

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