

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

TRAVEL AND 1	OURISM					047	71/22
CENTRE NUMBER				ANDIDATE UMBER			
CANDIDATE NAME							

Alternative to Coursework

October/November 2017

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), a situation analysis of tourism in Fiji, an island in the South Pacific.

(a)	lder	ntify the following:				
	(i)	two opportunities for tourism in Fiji				
		[2]				
	(ii)	two threats to tourism in Fiji				
		[2]				
(b)		er than a situation analysis, describe three ways in which the Fiji Tourism Board mightess its position in the market.				
	1					
	2					
	3					
		[6]				

(c)	Explain two reasons why brochures might be a suitable method of promotion for tourism in Fiji.
	1
	2
	[6]

(d)	Evaluate the su organisations in o	itability of v destinations s	ariable pri such as Fiji.	cing as	a pricing	policy fo	or travel	and	tourism
									[9]

[Total: 25]

Refer to Fig. 2 (Insert), an advertisement for Zambezi Terrace, a hotel in Zambia, a country in Africa.

(a)	Identify two distribution channels used by the hotel. For each channel give one likely reason for its use.
	Distribution channel
	Reason
	Distribution channel
	Reason
	[4]
(b)	Give one example of a product and one example of a service from the travel and tourism industry. Describe the main characteristics of each example.
	Product
	Product
	Characteristics

(c)	The Zambezi Terrace hotel advertisement in Fig. 2 (Insert) uses its unique selling point (USP) to create a brand image.
	Identify two product features of the Zambezi Terrace hotel which form part of its USP. Explain how each feature might attract potential customers.
	1
	2
	ro

(d)	Evaluate the importance of the character of the area as a factor influencing the choice of location for the Zambezi Terrace hotel.
	[9]
	[Total: 25]

Refer to Fig. 3 (Insert), information about cruises on the River Rhine in Germany, a country in western Europe.

(a)	Sta	te the following:
	(i)	two target markets of cruises on the River Rhine
		1
		2[2]
	(ii)	two features of the River Rhine cruise product
		1
		2[2]
(b)	Ехр	lain three likely advantages to customers of an all-inclusive package.
	1	
	2	
	3	
		[6]
		[0]

(C)		ses on the River Rhine:
	•	fixed costs
	•	competitors
		[6]

ω,	Discuss how the providers of River Rhine cruises might develop their marketing mix to increase customer numbers.
	[9]

[Total: 25]

Refer to Fig. 4 (Insert), information about the Torres Hiking Centre, an accommodation provider in Chile, a country in South America.

(a)	Explain two ways in which the Torres Hiking Centre product is suitable for adventure tourists.
	1
	2
	[4]
(b)	Give three reasons why marketing and promotion are important to travel and tourism organisations.
	1
	2
	3
	[6]

)	Explain two ways the forres Hiking Centre could develop its product/service mix.	
	1	
	2	
		[6]

(d)	Discuss the importance of target market segments for a travel and tourism organisation, such as Torres Hiking Centre, when producing effective promotional materials.
	[9]

[Total: 25]

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