

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

Alternative to Coursework			May/June 2018	
TRAVEL AND	TOURISM		0471/21	
CENTRE NUMBER		CANDIDATE NUMBER		
CANDIDATE NAME				

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.



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

(a)	(1)	Netherlands.
		[2]
	(ii)	Identify the two travel providers involved in collecting visitor information in the Netherlands.
		1
		2[2]
(b)	Ехр	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]
(b)	Beri	nuda Tours uses price bundling for its tours.
	Ехр	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]
	[Total: 25]

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

(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
	ostablishing the message
	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.
		[2]
(b)		lain how the following factors may have influenced the location of the Zimbabwe rnational Exhibition Centre in Bulawayo:
	acce	essibility
	adja	cent facilities

(c)	Explain how marketing and promotion may lead to the following for the Zimbabwe Internation Exhibition Centre in Bulawayo:	ona
	positive organisational image	
	repeat 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]

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