

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND	TOURISM		0471/22
Alternative to C	Coursework		May/June 2017
		2	hours 30 minutes
Candidates and	swer on the Question Paper.		
No Additional N	Naterials 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.

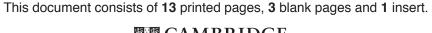
Answer all questions.

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.







Question 1

Refer to Fig. 1 (Insert), information about Northern Skies, a ferry operator in Sweden, a country in Europe.

(a)	Suggest the two market research techniques that Northern Skies might use. Give one reason why each technique might be chosen.
	Market research technique
	Reason for use
	Market research technique
	Reason for use
	[4]
(b)	Identify three family-friendly services that Northern Skies offers and explain one reason why each service is likely to be popular.
	Service 1
	Reason
	Service 2
	Reason
	Service 3
	Reason
	[6]

(c)	There are several other ferry companies operating on the Stockholm to Helsinki route.
	Explain two pricing policies which might be suitable for Northern Skies to increase its marker share.
	1
	2
	[6]

(d)	Discuss the importance of brand image for a travel and tourism provider, such as Northern Skies.
	[9]

Question 2

Refer to Fig. 2 (Insert), a press release about Glorious Bulgaria, a tour operator.

(a)	Identify the following:
	two target markets of Glorious Bulgaria
	two examples of public relations used by Glorious Bulgaria
	[4]
(b)	Explain three ways that marketing and promotion could lead to customer satisfaction with the Glorious Bulgaria product.
	1
	2
	3
	[6]

(c)	Give two distribution channels for the Glorious Bulgaria product. Explain one reason why each may be suitable.
	Distribution Channel
	Suitability
	Distribution Channel
	Suitability
	[6]

(d)	Discuss how a tour operator, such as Glorious Bulgaria, could develop its marketing mix to attract more cultural tourists.		
	[9]		

(a) The National Institute for the Promotion of Tourism in Argentina carried out a PEST analysis

Question 3

Refer to Fig. 3 (Insert), a situation analysis of tourism in Argentina, a country in South America.

	of tourism in cities on its Atlantic coast.
	State what the letters PEST stand for.
	P
	E
	S
	T[4]
(b)	Identify three negative influences on tourism in Argentina and suggest how each could be minimised.
	Negative influence
	One way it could be minimised
	Negative influence
	One way it could be minimised
	Negative influence
	One way it could be minimised
	[6]

(c)	Explain the importance of the following factors when choosing a suitable location for a new visitor attraction:
	adjacent facilities
	availability of suitable premises
	[6]

(d)	Evaluate the factors that tourism providers in Argentina must consider when produce effective promotional materials.	ing
		.[9]

Question 4

Refer to Fig. 4 (Insert), information about camping holidays in the Catalonia region of Spain.

a)	Identify the following:
	• two reasons for the appeal of camping holidays to price-sensitive customers
	two examples of the flexibility of camping holidays
	[4]
b)	Suggest reasons why camp site providers in Spain may consider the following factors when determining their pricing policies:
	customer expectations
	seasonality

(c)	Many camp site providers in Spain would like to encourage more group customers in the off-peak season.
	Suggest two ways in which the product-service mix could be adapted to attract groups.
	1
	2
	TC'

(d)	Discuss the suitability of electronic media as a method of promotion for camp site providers in Spain.
	[9]

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