

Cambridge IGCSE[™]

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541418729

TRAVEL & TOURISM

0471/21

Paper 2 Alternative to Coursework

October/November 2020

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), a promotional leaflet advertising a tour to Cappadocia, a region in Central Turkey.

| (i) | Give two reasons why adventure tourists might be interested in joining the advertised tour. |
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| | [2] |
| (ii) | Define, using an example, what is meant by the term 'airport transfer'. |
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| | [2] |
| Ехр | lain three reasons why many tourists prefer to book guided tours. |
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| | (ii) Exp 1 2 |

| (c) | Explain two reasons why the tour operator might select prestige pricing for this tour. |
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| | [6] |

| (d) | Turkey's popularity as a destination decreased in the last decade following a number of terrorist-related incidents. |
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| | Discuss how a destination might apply the principles of the product life cycle model to extend its popularity with tourists. |
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| | [9] |
| | [Total: 25] |

Refer to Fig. 2.1 (Insert), information about the glass bridge which opened in China in 2016.

| (a) | Describe two forms of public relations the glass bridge attraction might have used communicate with customers about the launch of the product. | d to |
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| (b) | Explain three reasons why it is important for the operators of the glass bridge attractio create a positive image of the product. | |
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| (c) | Explain two factors of price which are most likely to influence the price paid by customers to access the glass bridge. |
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| (d) | Evaluate the effectiveness of the marketing mix used by the glass bridge attraction. |
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| | [Total: 25] |

Refer to Fig. 3.1 (Insert), information about GDS.

| (a) | (i) | State what GDS stands for. |
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| | (ii) | Describe how a typical GDS operates. |
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| (b) | Evn | lain three benefits to customers of the use of GDS in travel and tourism. |
| (D) | | iain tinee benefits to customers of the use of ODO in traver and tourism. |
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| (c) | Explain two reasons why some customers prefer to purchase directly from a tour operat rather than use the services of a travel agency. | or |
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| (d) | The cost of oil often rises and falls. |
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| | Assess the likely impacts of fluctuations in oil prices on the overall cost of package holidays. |
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[Total: 25]

Refer to Fig. 4.1 (Insert), information about Yosemite National Park in the US and the Yosemite Mariposa County Tourism Bureau (YMCTB).

| (a) | Describe two functions of the YMCTB. |
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| (b) | Explain three reasons why group overnight stays in Yosemite are important to the YMCTB. |
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| (c) | Explain two strategies Yosemite National Park have used to ensure tourists visit all year round. |
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| (d) | Discuss the possibilities for further developing the tourism offering in Yosemite National Park. |
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