



Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



TRAVEL AND TOURISM **0471/21**
Alternative to Coursework **May/June 2019**
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.

This document consists of **13** printed pages, **3** blank pages and **1** insert.

1 Refer to Fig. 1.1 (Insert), information about the Lesotho Tourism and Development Corporation's (LTDC) 'Visit your country first' marketing campaign. Lesotho is a country in Africa.

(a) Describe **two** reasons for the appeal of Lesotho as a destination.

1

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2

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[4]

(b) Explain **one** reason why LTDC uses **each** of the following methods of promotion:

radio advertising

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billboards

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social media

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[6]

(c) Explain **two** likely reasons why domestic tourism is a key market segment for many destinations.

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[6]

2 Refer to Fig. 2.1 (Insert), information about a food-based theme park located in Italy, Europe.

(a) (i) Identify **two** market segments the theme park caters for.

1

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[2]

(ii) Identify **two** services offered by the theme park.

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[2]

(b) Explain **three** ways the theme park might create its brand image.

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[6]

(c) Explain **two** benefits to customers of the theme park offering complete packages.

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(d) Discuss the influence of the stages of the product life cycle model on pricing decisions for the theme park.

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[Total: 25]

3 Refer to Fig. 3.1 (Insert), an advertisement for a holiday in Thailand, Asia.

(a) (i) Describe what is meant by the term tailor-made holiday.

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..... [2]

(ii) Give **two** examples of how the holiday in Fig. 3.1 can be tailor-made.

1
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2
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(b) Explain the suitability of **each** of the following distribution methods offered by this provider:

internet
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phone
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travel agents
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..... [6]

(c) Explain **two** benefits to the customer of the promotional pricing techniques used by the provider in Fig. 3.1.

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[6]

(d) Use the AIDA principle to analyse the effectiveness of the advertisement shown in Fig. 3.1.

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[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), information about market research carried out by Visit Napa County, the tourist authority for Napa County, a destination in California, USA.

(a) (i) Identify the following:

one example of quantitative research data used by Visit Napa County

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one example of secondary market research used by Visit Napa County

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[2]

(ii) Describe how random sampling is carried out.

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[2]

(b) Explain **three** likely needs of a day-tripper.

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[6]

(c) Explain **two** benefits to a travel and tourism provider of creating a visitor profile.

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[6]

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