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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

4600714849

TRAVEL AND TOURISM **0471/02**

Alternative to Coursework **May/June 2016**

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.

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Question 1

Refer to Fig. 1 (Insert), information about Sarandsail, an activity tourism provider in New Zealand.

(a) Using Fig. 1 (Insert), identify the following:

(i) **two** target markets for Sarandsail.

1 .....

2 .....[2]

(ii) **two** products offered by Sarandsail.

1 .....

2 .....[2]

(b) Explain how each of the following factors might influence an activity holiday provider in its choice of location for an activity holiday centre.

- character and features of the area .....

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- adjacent facilities .....

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- local and transient population .....

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[6]

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(c) Explain how the following methods of promotion might be suitable for an activity holiday provider, such as Sarandsail:

- publicity/print materials

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- internet

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[6]

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(d) Evaluate the ways in which Sarandsail might develop its marketing mix to attract more of its target customers.

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[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), an advertisement for a resort in The Gambia, a country in West Africa.

(a) Using Fig. 2 (Insert), identify the following:

(i) **two** features of Semkong Beach Resort which might appeal to ecotourists.

1 .....

2 .....[2]

(ii) the **two** services provided by Semkong Beach Resort.

1 .....

2 .....[2]

(b) Semkong Beach Resort is at the growth stage of the product life cycle.

Describe **three** characteristics of this stage.

1 .....

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2 .....

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3 .....

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(c) Explain **two** reasons why marketing and promotion might be important to tourism organisations, such as Semkong Beach Resort.

1 .....

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2 .....

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(d) Using the AIDA principle, evaluate the effectiveness of the advertisement shown in Fig. 2 (Insert).

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[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), a situation analysis of tourism in Norway, a country in Western Europe.

(a) Using the statement numbers in Fig. 3 (Insert), complete the SWOT Analysis table below, choosing only **one** statement under each heading.

One Strength of tourism in Norway	**One Weakness of tourism in Norway**
One Opportunity for tourism in Norway	**One Threat to tourism in Norway**

[4]

(b) Innovation Norway, the national organisation responsible for tourism in Norway, aims to develop a brand image for adventure tourism.

Explain how each of the following might be used to develop a brand image:

- promotion

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- brand loyalty

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- price

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[6]

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(c) Explain **two** ways in which tourism providers in Norway might adapt their products to cater for the adventure tourist.

1 .....

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2 .....

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(d) Evaluate the factors that might influence tourism providers in Norway in their choice of pricing policies for adventure tourism products.

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Question 4

Refer to Fig. 4 (Insert), information about rail travel in the USA.

(a) Using Fig. 4 (Insert), identify the following:

(i) the **two** ways in which rail travel providers in the USA have adapted their product to cater for cultural tourists.

1 .....

2 .....[2]

(ii) **two** competitors of rail travel.

1 .....

2 .....[2]

(b) Explain **three** pricing policies which might be used by rail travel providers to attract customers.

1 .....

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2 .....

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3 .....

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(c) Explain the advantages to the providers of rail travel in the USA of using each of the following distribution channels:

- direct selling .....

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- wholesalers .....

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[6]

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(d) Evaluate how the product-service mix may be used by providers of rail travel in the USA to overcome the competition from other transport providers on routes across the USA.

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