



# Cambridge IGCSE™

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--



## TRAVEL & TOURISM

0471/21

Paper 2 Alternative to Coursework

May/June 2022

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.

This document has **16** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), an extract of a SWOT analysis for Mauritius, an island in the Indian Ocean.

(a) (i) Identify **two** opportunities for tourism in Mauritius.

1 .....

2 ..... [2]

(ii) Identify **two** threats for tourism in Mauritius.

1 .....

2 ..... [2]

(b) Other than a SWOT analysis, describe **three** ways tourist boards can determine their market position.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

3 .....

.....

.....

.....

..... [6]

(c) Market research helps the tourism industry monitor their performance.

Explain the benefits of **two** different types of primary research.

Primary research method 1 .....

Benefits .....

.....

.....

.....

Primary research method 2 .....

Benefits .....

.....

.....

.....

[6]



2 Refer to Fig. 2.1 (Insert), the marketing plan for Dorset, a county on the south coast of England.

(a) (i) Identify **two** of Dorset's target markets.

1 .....

2 .....

[2]

(ii) Identify **two** ways Dorset intends to attract visitors.

1 .....

.....

2 .....

.....

[2]

(b) Some tourist destinations are at the 'Introductory Stage' of the Product Life Cycle.

Explain why **each** of the following pricing policies would be suitable at the introductory stage of the product life cycle.

Market penetration .....

.....

.....

.....

Market skimming .....

.....

.....

.....

Special offers .....

.....

.....

.....

[6]

(c) Explain **two** advantages to destinations of developing products and services to attract more educational tourists.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[6]



3 Refer to Fig. 3.1 (Insert), information about Lone Travellers, a tour operator.

(a) (i) Identify **two** problems that single travellers often experience when booking a holiday.

1 .....

.....

2 .....

.....

[2]

(ii) Identify **two** ways Lone Travellers have developed their products for single travellers.

1 .....

.....

2 .....

.....

[2]

(b) Explain how Lone Travellers might use **each** of the following to create a brand image:

logo .....

.....

.....

.....

.....

.....

.....

.....

slogan .....

.....

.....

.....

.....

.....

[6]







4 Refer to Fig. 4.1 (Insert), information about Vardees Holiday Park, near Biarritz on the west coast of France.

(a) (i) Identify **two** activities offered to children by Vardees.

- 1 .....
- 2 ..... [2]

(ii) Suggest **two** market segments that might be attracted to camping and caravan holidays.

- 1 .....
- 2 ..... [2]

(b) Describe **three** ways Vardees Holiday Park has been developed to meet the needs of families.

- 1 .....  
.....  
.....  
.....
  - 2 .....  
.....  
.....  
.....
  - 3 .....  
.....  
.....  
.....
- [6]

(c) Explain how marketing and promotion can affect **each** of the following factors:

customer satisfaction .....

.....  
.....  
.....  
.....  
.....

increased sales .....

.....  
.....  
.....  
.....  
.....

[6]



**BLANK PAGE**

**BLANK PAGE**

**BLANK PAGE**

---

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.