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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

9842227394

TRAVEL AND TOURISM **0471/21**

Alternative to Coursework **October/November 2013**

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 a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, 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 and **3** blank pages and **1** Insert.

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Question 1

For Examiner's Use

Refer to Fig. 1 (Insert), an advertisement for Gold Flag Holidays, a tour operator.

(a) (i) State **two** advantages to the customer of a twin-centre holiday, such as the product advertised in Fig. 1.

1 .....

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2 .....

.....[2]

(ii) The Mombasa Beach Hotel has luxury tourists as its target market. State **two** benefits to the provider of offering this 5* exclusive accommodation.

1 .....

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2 .....

.....[2]

(b) Gold Flag Holidays has decided to market its product through travel agencies and trade fairs. Explain why **each** of these distribution channels would be useful to a provider offering twin-centre holidays:

- travel agencies.....

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- trade fairs.....

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(c) Explain **two** reasons why tour operators, such as Gold Flag Holidays, use brochures to promote their holidays.

For Examiner's Use

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(d) Discuss the factors Gold Flag Holidays will need to consider when producing promotional materials such as the advertisement shown in Fig. 1 (Insert).

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Question 2

For Examiner's Use

Refer to Fig. 2 (Insert), a news item about a new hostel for backpackers in Thailand.

(a) (i) Identify **two** reasons why you would place Backpacker-nights at the introduction stage of the product life cycle.

1 .....

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2 .....

.....[2]

(ii) Give **two** marketing activities that might be carried out during the research and development stage of the product life cycle.

1 .....

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2 .....

.....[2]

(b) Explain **two** reasons why promotion is important for travel and tourism providers such as Backpacker-nights.

1.....

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(c) Explain how each of the following is likely to affect the choice of premises for budget accommodation providers:

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- transport links .....

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- cost of premises.....

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- availability of staff.....

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(d) Evaluate the ways in which Backpacker-nights has developed its product to cater for the budget market.

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Question 3

For Examiner's Use

Refer to Fig. 3 (Insert), an advertisement for a holiday to the Mediterranean offered by Sail-Aways, a cruise operator.

(a) (i) Identify **two** target markets at which this advertisement is aimed.

1 .....

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2 .....

.....[2]

(ii) Identify the **two** main forms of segmentation used by Sail-Aways.

1 .....

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2 .....

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(b) Sail-Aways uses promotional pricing in its marketing campaign. Explain **two** ways in which promotional pricing can be used by travel and tourism providers to enhance brand image.

1.....

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(c) Explain how each of the following may create a positive image for a travel and tourism organisation:

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- sponsorship .....

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- the use of press releases.....

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(d) Discuss the reasons why cruise operators, such as Sail-Aways, develop different products and services to cater for the needs of different market segments.

For Examiner's Use

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Question 4

For Examiner's Use

Refer to Fig. 4 (Insert), a news item about new itineraries launched by Amazing Excursions, a coach operator in Canada.

(a) (i) Identify **two** reasons why Amazing Excursions' 5-City Tour product may appeal to customers.

1 .....

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2 .....

.....[2]

(ii) Identify **two** disadvantages of carrying out telephone surveys.

1 .....

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2 .....

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(b) Explain **two** ways in which providers, such as Amazing Excursions, can overcome the impact of seasonality.

1.....

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(c) Explain why the following methods of promotion are suitable for travel and tourism organisations such as Amazing Excursions:

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- Internet.....

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- personal selling.....

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(d) Discuss how the product/service mix can be used by a travel and tourism organisation, such as Amazing Excursions, to increase the number of group customers it attracts.

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