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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER			

5731888976

TRAVEL AND TOURISM **0471/21**

Alternative to Coursework **October/November 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, 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

Refer to Fig. 1 (Insert), a situation analysis of tourism in Nigeria, a country in West Africa.

(a) Using the statement numbers in Fig. 1 (Insert), complete the SWOT Analysis table below, choosing only **one** statement under each heading.

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

[4]

(b) Tourism in Nigeria is in the introduction stage of the product life cycle.

Describe **three** characteristics of this stage.

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2 .....

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3 .....

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(c) Explain **two** reasons why travel and tourism organisations might carry out a situation analysis.

1 .....

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2 .....

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(d) Discuss the advantages and disadvantages to travel and tourism organisations within Nigeria of a branding campaign, such as 'Fascinating Nigeria'.

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[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), an advertisement for New Maple Holidays, a tour operator in Canada.

New Maple Holidays uses geographic and lifestyle market segmentation.

(a) Define, using an example, each of the following:

- geographic market segment

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- lifestyle market segment

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[4]

(b) Explain **three** factors which a tour operator might consider when producing effective promotional materials.

1 .....

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(c) Explain **two** advantages to the **provider** of offering a package holiday.

1 .....

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(d) Evaluate the benefits to tour operators, such as New Maple Holidays, of using retailers to sell their holidays.

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Question 3

Refer to Fig. 3 (Insert), information about tourism in Lisbon, the capital city of Portugal, a country in Western Europe.

(a) Using Fig. 3 (Insert), state the following:

(i) **two** characteristics of a city break holiday.

1 .....

2 .....[2]

(ii) **two** likely advantages to the customer of joining an organised tour.

1 .....

2 .....[2]

(b) Explain **three** likely advantages to tourists of using the Lisboa card during a stay in Lisbon.

1 .....

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(c) Explain why tourism providers in Lisbon might benefit from the following:

- low-cost airlines adding more routes to Lisbon

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- a new high-speed rail link with Spain

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[6]

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(d) Evaluate the suitability of online **virtual tours** as a method of promotion for Lisbon's tourist board, Turismo de Lisboa.

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Question 4

Refer to Fig. 4 (Insert), information about tourism in Barbados, an island in the Caribbean.

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

(i) **two** reasons why the Barbados Arts and Crafts Experience campaign was launched.

1 .....

2 .....[2]

(ii) **two** reasons for the likely appeal of the Barbados Arts and Crafts Experience product to customers.

1 .....

2 .....[2]

(b) Explain **three** factors that influence the choice of location for travel and tourism products, such as the Barbados Arts and Crafts Experience.

1 .....

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2 .....

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[Turn over

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(c) Explain why the following pricing policies might be suitable to attract new customers to the Barbados Arts and Crafts Experience:

- promotional pricing

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- variable pricing

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[6]

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(d) Discuss the impact of competition when determining a pricing policy for a tourism product, such as the Barbados Arts and Craft Experience.

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