



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

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TRAVEL AND TOURISM

0471/21

Alternative to Coursework

October/November 2018

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.

Question 1

Refer to Fig. 1 (Insert), information about the Wonder of Asia marketing campaign carried out by the Sri Lanka Tourism Promotion Bureau (SLTPB). Sri Lanka is an island destination in the Indian Ocean.

- (a) (i) Sri Lanka has created a brand image through the use of the Wonder of Asia strapline.

Define the term brand image.

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..... [2]

- (ii) Straplines, such as the Wonder of Asia, are one way that brand image can be created using promotion.

State **two** ways, other than using promotion, tourism providers create brand image.

1
2 [2]

- (b) Explain **three** advantages to SLTPB of using electronic media as a method of promotion.

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..... [6]

- (c) SLTPB works closely with different trade partners to distribute the tourism products of Sri Lanka to customers.

Explain the benefits to SLTPB of encouraging the use of the following distribution channels in the tourism industry:

retailers

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direct selling

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[6]

Question 2

Refer to Fig. 2 (Insert), an advertisement for Egyptian Duo Holidays, a tour operator offering holiday packages to Egypt. Egypt is a country linking northeast Africa with the Middle East.

(a) (i) Define the term holiday package.

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(ii) Identify **two** target markets for the advertised holiday package.

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(b) Explain **two** pricing policies shown in the advertisement.

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..... [6]

(c) Explain the importance of the following factors that influence the choice of locations for the advertised holiday package:

availability of staff

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character and features of the area

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[6]

Question 3

Refer to Fig. 3 (Insert), information about a marketing strategy for the Promote Iceland tourism authority. Iceland is a country in Europe.

(a) (i) Define, using an example for Iceland, the term geographic market segment.

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..... [2]

(a) (ii) Identify **two** examples of psychographic market segments that Iceland sometimes targets.

1

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(b) Explain the benefits of using **each** of the following marketing and promotion techniques:

face-to-face interviews

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using external sources of information for a competitor analysis

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(c) Explain **two** reasons why tourism authorities, such as Promote Iceland, use marketing strategies.

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Question 4

Refer to Fig. 4 (Insert), information about Sporting Moments, a tour operator which specialises in sports tourism, especially corporate hospitality packages for major sporting events. Corporate hospitality is also a form of business tourism.

(a) (i) Explain, using an example, what is meant by the term specialised tour operator.

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..... [2]

(a) (ii) Other than sports tourism, state **two** types of tourism packages often offered by specialised tour operators.

1

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(b) Explain **three** reasons why business customers may choose a tailor-made package.

1

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- (c) Explain how the following factors might determine the price that Sporting Moments charges customers to attend a major sporting event:

customers' expectations

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profitability

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[6]

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