



Cambridge IGCSE™

CANDIDATE
NAME

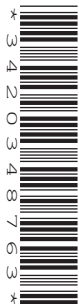
--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL & TOURISM

0471/22

Paper 2 Alternative to Coursework

October/November 2020

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. Blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), an article about tourism growth in Pakistan, and the Pakistan Tourism Development Corp (PTDC), the national tourism board. Pakistan is a country in Asia.

(a) Describe **two** likely market research techniques used to collect data about visitor numbers in Pakistan.

1

.....

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **three** ways PTDC could monitor the success of its marketing campaign in London.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** likely reasons why Pakistan attracts fewer visitors than other destinations.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 2

Refer to Fig. 2.1 (Insert), information about mountain bike holidays in the Salzburger Sportwelt area, a region of sports resorts in Austria.

(a) (i) Define, using an example, what is meant by the term ‘fully customisable packages’.

.....
.....
.....
..... [2]

(ii) State **two** advantages to the customer of all packages being fully customisable.

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

(b) Explain **three** features of the sports resort that would appeal to its main target market of mountain bike enthusiasts.

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

(c) Explain **two** sales promotion techniques the sports resort might adopt.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

(d) Analyse the suitability of a variable pricing policy for the customisable MTB holiday packages.

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

[9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about plans to encourage more tourists to Japan, a country in Asia.

- (a) Describe **two** different forms of print advertisements the Japanese government might use in its marketing campaign.

1

.....

.....

.....

2

.....

.....

.....

[4]

- (b) Explain **three** factors of place the Japanese government should consider when encouraging visitors away from the Golden Route.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** economic factors the Japanese government has already considered under the price part of the marketing mix.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 4

Refer to Fig. 4.1 (Insert), information about tourism in the Russian Arctic.

- (a) (i) Suggest **two** reasons why tourists can only take part in organised excursions in the Russian Arctic.

1

.....

2

.....

[2]

- (ii) Give **one** example of **each** of the following market segments interested in Arctic tourism in Russia:

a geographic segment

.....

a psychographic segment

.....

[2]

- (b) Explain **three** reasons why the Russian Arctic is suitable for the development of ecotourism products.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** ways tourism activities have been adapted to meet the specific needs of customers in the Russian Arctic.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

BLANK PAGE

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 after the live examination series.

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