



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

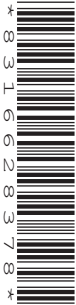
CANDIDATE
NAME

CENTRE
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TRAVEL AND TOURISM

0471/23

Alternative to Coursework

May/June 2017

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 Northern Skies, a ferry operator in Sweden, a country in Europe.

- (a) Suggest the **two** market research techniques that Northern Skies might use. Give **one** reason why each technique might be chosen.

Market research technique

Reason for use

.....

Market research technique

Reason for use

..... [4]

- (b) Identify **three** family-friendly services that Northern Skies offers and explain **one** reason why **each** service is likely to be popular.

Service 1

Reason

.....

Service 2

Reason

.....

Service 3

Reason

..... [6]

(c) There are several other ferry companies operating on the Stockholm to Helsinki route.

Explain **two** pricing policies which might be suitable for Northern Skies to increase its market share.

1

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2

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..... [6]

Question 2

Refer to Fig. 2 (Insert), a press release about Glorious Bulgaria, a tour operator.

(a) Identify the following:

- **two** target markets of Glorious Bulgaria

.....
.....

- **two** examples of public relations used by Glorious Bulgaria

.....
.....

[4]

(b) Explain **three** ways that marketing and promotion could lead to customer satisfaction with the Glorious Bulgaria product.

1

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2

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3

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[6]

(c) Give **two** distribution channels for the Glorious Bulgaria product. Explain **one** reason why **each** may be suitable.

Distribution Channel

Suitability

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Distribution Channel

Suitability

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[6]

Question 3

Refer to Fig. 3 (Insert), a situation analysis of tourism in Argentina, a country in South America.

- (a) The National Institute for the Promotion of Tourism in Argentina carried out a PEST analysis of tourism in cities on its Atlantic coast.

State what the letters PEST stand for.

P

E

S

T

[4]

- (b) Identify **three** negative influences on tourism in Argentina and suggest how **each** could be minimised.

Negative influence

One way it could be minimised

.....

.....

Negative influence

One way it could be minimised

.....

.....

Negative influence

One way it could be minimised

.....

.....[6]

Question 4

Refer to Fig. 4 (Insert), information about camping holidays in the Catalonia region of Spain.

(a) Identify the following:

- **two** reasons for the appeal of camping holidays to price-sensitive customers

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

- **two** examples of the flexibility of camping holidays

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[4]

(b) Suggest reasons why camp site providers in Spain may consider the following factors when determining their pricing policies:

- customer expectations

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.....
.....

- seasonality

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[6]

- (c) Many camp site providers in Spain would like to encourage more group customers in the off-peak season.

Suggest **two** ways in which the product-service mix could be adapted to attract groups.

1

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2

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..... [6]

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