



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

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TRAVEL AND TOURISM

0471/23

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), an advertisement for a religious tour package to Mexico, in Northern America.

(a) (i) Explain, using an example, the term religious tourism.

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

(ii) Identify **two** components of the advertised tour package.

1
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2
..... [2]

(b) Explain **three** benefits to customers of booking a package tour, rather than organising the tour independently.

1
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3
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..... [6]

(c) Explain **two** benefits to tour operators of using an online distribution channel.

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Question 2

Refer to Fig. 2 (Insert), information about tourism development at Lake Toba. Lake Toba is in Sumatra, one of the islands of Indonesia.

- (a) Use the product life cycle model to describe Lake Toba's position in the market as a tourist destination from the 1990s to 2019.

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..... [4]

- (b) (i) Describe **two** market research techniques that the Lake Toba Tourism Authority might use to find out the needs and wants of visitors to the area.

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..... [4]

- (ii) Identify **two** likely target markets for Lake Toba as a tourist destination.

1

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..... [2]

(c) Explain why the following factors of location are important in tourism development:

availability of land

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costs

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[6]

Question 3

Refer to Fig. 3 (Insert), an advertisement for a special interest holiday in Norway. Norway is a country in Scandinavia, northern Europe.

(a) (i) Explain, using an example, what is meant by the term special interest tourism.

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..... [2]

(ii) State **two** types of special interest customer that might be attracted by the advertised holiday.

1
2 [2]

(b) Explain how **each** of the following pricing strategies might be suitable for the advertised holiday product:

variable pricing
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market skimming
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..... [4]

(c) Apply the AIDA principle to the advertisement for this special interest holiday, to analyse its effectiveness as a piece of promotional material.

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(d) Evaluate the relationship between marketing and promotion and customer satisfaction for travel and tourism organisations.

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[9]

[Total: 25]

Question 4

Refer to Fig. 4 (Insert), information about Ibrahim Nasir International Airport, the international airport for the Maldives.

- (a) (i) Describe the transport services for international tourists wishing to visit one of the resort islands in the Maldives.

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..... [2]

- (ii) Explain why these services are described as perishable.

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..... [2]

- (b) Explain **two** reasons why travel and tourism providers offer ancillary products and services, such as baggage wrapping at the airport.

1

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..... [6]

(c) Explain how airlines serving Ibrahim Nasir International Airport might use the following distribution channels:

retailers

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global distribution systems (GDS)

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..... [6]

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