



Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL AND TOURISM

0471/21

Alternative to Coursework

May/June 2019

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.

1 Refer to Fig. 1.1 (Insert), information about the Lesotho Tourism and Development Corporation's (LTDC) 'Visit your country first' marketing campaign. Lesotho is a country in Africa.

(a) Describe **two** reasons for the appeal of Lesotho as a destination.

1

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **one** reason why LTDC uses **each** of the following methods of promotion:

radio advertising

.....

.....

.....

billboards

.....

.....

.....

social media

.....

.....

.....

[6]

(c) Explain **two** likely reasons why domestic tourism is a key market segment for many destinations.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

2 Refer to Fig. 2.1 (Insert), information about a food-based theme park located in Italy, Europe.

(a) (i) Identify **two** market segments the theme park caters for.

1

2

[2]

(ii) Identify **two** services offered by the theme park.

1

2

[2]

(b) Explain **three** ways the theme park might create its brand image.

1

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

(c) Explain **two** benefits to customers of the theme park offering complete packages.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

3 Refer to Fig. 3.1 (Insert), an advertisement for a holiday in Thailand, Asia.

(a) (i) Describe what is meant by the term tailor-made holiday.

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

(ii) Give **two** examples of how the holiday in Fig. 3.1 can be tailor-made.

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

(b) Explain the suitability of **each** of the following distribution methods offered by this provider:

internet
.....
.....
.....
phone
.....
.....
.....
travel agents
.....
.....
..... [6]

(c) Explain **two** benefits to the customer of the promotional pricing techniques used by the provider in Fig. 3.1.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

4 Refer to Fig. 4.1 (Insert), information about market research carried out by Visit Napa County, the tourist authority for Napa County, a destination in California, USA.

(a) (i) Identify the following:

one example of quantitative research data used by Visit Napa County

.....
.....

one example of secondary market research used by Visit Napa County

.....
.....

[2]

(ii) Describe how random sampling is carried out.

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

[2]

(b) Explain **three** likely needs of a day-tripper.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** benefits to a travel and tourism provider of creating a visitor profile.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

(d) Discuss the advantages and disadvantages to tourist authorities of carrying out market research.

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

..... [9]
[Total: 25]

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.