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TRAVEL & TOURISM

0471/21

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), a promotional leaflet advertising a tour to Cappadocia, a region in Central Turkey.

(a) (i) Give **two** reasons why adventure tourists might be interested in joining the advertised tour.

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2

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[2]

(ii) Define, using an example, what is meant by the term 'airport transfer'.

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..... [2]

(b) Explain **three** reasons why many tourists prefer to book guided tours.

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[6]

(c) Explain **two** reasons why the tour operator might select prestige pricing for this tour.

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[6]

Question 2

Refer to Fig. 2.1 (Insert), information about the glass bridge which opened in China in 2016.

- (a) Describe **two** forms of public relations the glass bridge attraction might have used to communicate with customers about the launch of the product.

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[4]

- (b) Explain **three** reasons why it is important for the operators of the glass bridge attraction to create a positive image of the product.

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[6]

(c) Explain **two** factors of price which are most likely to influence the price paid by customers to access the glass bridge.

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[6]

(c) Explain **two** reasons why some customers prefer to purchase directly from a tour operator rather than use the services of a travel agency.

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[6]

Question 4

Refer to Fig. 4.1 (Insert), information about Yosemite National Park in the US and the Yosemite Mariposa County Tourism Bureau (YMCTB).

(a) Describe **two** functions of the YMCTB.

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[4]

(b) Explain **three** reasons why group overnight stays in Yosemite are important to the YMCTB.

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[6]

(c) Explain **two** strategies Yosemite National Park have used to ensure tourists visit all year round.

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[6]

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