



# Cambridge IGCSE™

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## TRAVEL & TOURISM

0471/22

Paper 2 Alternative to Coursework

May/June 2021

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. Any blank pages are indicated.



**Question 1**

Refer to Fig. 1.1 (Insert), information about Tourism Solomons, the national tourism office for the Solomon Islands. The Solomon Islands is a nation of islands in the South Pacific.

(a) (i) Using an example, define what is meant by the term 'tourism tradeshow'.

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

(ii) Give **two** examples of public relations Tourism Solomons might use to market the destination.

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

(b) Explain **three** benefits of using geographic segmentation to target potential customers.

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





**Question 2**

Refer to Fig. 2.1 (Insert), the results of a situation analysis of tourism in Mongolia. Mongolia is a country in east Asia, bordering China and Russia.

(a) (i) Use the statement numbers to identify **two** social influences on tourism in Mongolia.

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

(ii) Use the statement numbers to identify **two** threats to tourism in Mongolia.

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

(b) Explain **three** reasons why countries, such as Mongolia, produce tourism marketing plans.

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









(c) Explain **two** pricing policies holiday comparison websites might use to sell dynamic holiday packages.

1 .....

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2 .....

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[6]





(c) Explain **two** ways the advertisement in Fig. 4.1 uses the AIDA principle to create interest.

1 .....

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2 .....

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[6]







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