



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
NAME

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TRAVEL AND TOURISM

0471/02

Alternative to Coursework

May/June 2013

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 a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, 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), a news item about the Giants' Waterfall Cave, a visitor attraction in Brazil.

- (a) (i)** State **two** target markets for the Giants' Waterfall Cave attraction.

1

2 [2]

- (ii)** Identify **two** ways in which the Giants' Waterfall Cave attraction has developed services in order to attract overseas tourists.

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- (b)** Explain **two** reasons why marketing and promotion may be important to the owners of the Giants' Waterfall Cave attraction.

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- (c) Explain **two** pricing policies that would be suitable for the newly opened Giants' Waterfall Cave attraction.

For
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Question 2

Refer to Fig. 2 (Insert), a news item about the European low-cost airline market.

- (a) (i) State **two** reasons to support the view that European low-cost airlines are at the maturity stage of the product life cycle.

1
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2
..... [2]

- (ii) New airline routes are examples of products at the introduction stage of the product life cycle. Give **two** market characteristics of the introduction stage.

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- (b) Identify and explain **two** methods of promotion that low-cost airlines could use to promote their new routes.

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- (c) Low-cost airlines use direct selling as a distribution channel. Explain **two** advantages to the airline of using this distribution channel.

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[9]

[Turn over

Question 3

Refer to Fig. 3 (Insert), an advertisement for a holiday to Sri Lanka, offered by Vacation Water Sports, a global tour operator.

- (a) State and explain **two** benefits to the customer of booking this holiday by telephone.

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- (b) Other than the AIDA principle, state and explain **two** factors that Vacation Water Sports will consider when producing promotional material such as the advertisement in Fig. 3.

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- (c) Analyse **two** ways in which the factor of seasonality may influence the pricing policy of Vacation Water Sports for this holiday.

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Question 4

Refer to Fig. 4 (Insert), the results of a situation analysis carried out by the Seoul Tourism Promotion Division. The Seoul Convention Bureau (SCB) is part of the Seoul Tourism Promotion Division. The Seoul Convention Bureau aims to increase business tourism by preparing a new marketing campaign for 2014.

- (a) Using the statement numbers from Fig. 4 (Insert), complete the PEST analysis table below, choosing only **one** statement under each heading.

Political	Economic
Social	Technological

[4]

- (b) Using the results of the situation analysis shown in Fig. 4 (Insert), identify and explain **three** ways in which SWOT is likely to influence the Seoul Convention Bureau's (SCB) new marketing campaign.

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- (c) Explain **two** ways in which the Seoul Convention Bureau (SCB) might create a brand image within its new marketing campaign.

For
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[9]

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