



# Cambridge IGCSE™

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--



## 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]

(c) Explain **two** likely reasons for the relaunch of the cruise product to the Solomon Islands.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[6]













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

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[6]



**Question 4**

Refer to Fig. 4.1 (Insert), an advertisement for a river safari holiday in the Chobe National Park. Chobe is located in Botswana in Africa.

(a) (i) Describe what is meant by the term 'no set itinerary'.

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

(ii) State **three** customer types this river safari might attract.

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

(b) Explain **three** reasons why this river safari might be described as heterogenous.

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

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

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[6]







**BLANK PAGE**

---

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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](http://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.