

# **Cambridge IGCSE**<sup>™</sup>

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL & TOURISM

Paper 2 Alternative to Coursework

May/June 2023

0471/23

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.

Ref	fer to	Fig. 1.1 (Insert), a SWOT analysis of Fiji.	
(a)	(i)	Identify <b>two</b> threats for Fiji.	
		1	
		2[2	
	(ii)	Identify <b>two</b> weaknesses for Fiji.	
		1	-
		2[2	!]
(b)	Exp	olain <b>three</b> ways developing ecotourism could benefit rural areas in Fiji.	
	1		
	2		
	3		
		[6	;]

(c)	Explain <b>three</b> reasons why national tourist boards carry out SWOT analysis.
	1
	2
	3
	[6]

(d)	Evaluate the importance to destinations such as Fiji of having a competitive advantage.
	[9]
	[Total: 25]

2

Ref	fer to	Fig. 2.1 (Insert), information about Rising Sun Tours, a tour operator in Japan.
(a)	(i)	Explain the term 'perishable'.
	<i>,</i> ,,,,	
	(ii)	Give <b>two</b> examples of perishable products in the travel and tourism industry.
		1
		2[2
(b)		plain <b>three</b> reasons why tourism providers need to identify the position of a product in the duct life cycle.
	1	
	2	
	۷	
	3	
		[6

(c)	Explain how using the following pricing policies help tourism organisations overcome the issue of perishability:
	discount pricing
	loss leader pricing
	[6]

(d)	Discuss how tour operators, such as Rising Sun Tours, could develop their product/service mix to attract a wider range of customers.
	[9]
	[Total: 25]

Re	ier to	Fig. 3.1 (Insert), the results of a market survey.
(a)	(i)	Identify <b>two</b> reasons why travel and tourism organisations carry out market research.
		1
		2
		[2]
	(ii)	Identify <b>two</b> types of survey that may have been used to collect the data shown in Fig. 3.1.
		1
		2[2]
(b)	Exp	plain <b>three</b> advantages of using primary research.
	1	
	2	
	3	
		[6]
		- ·

(c)	There are five stages in the market research process.
	Explain what is done at the following stages:
	designing the research
	collecting data
	[6]

(d)	Evaluate the role of national tourist boards in helping to increase tourist numbers in a country.
	[9]

[Total: 25]

Ref	er to	Fig. 4.1 (Insert), an advertisement for Frische Luft Campsite.	
(a)	(i)	Define the term 'target market'.	
	(ii)	Identify three target markets of Frische Luft Campsite.	
		1	
		3	
(b)	Exp	plain <b>three</b> reasons why tourism organisations target particular market segments.	[3]
(-)	-		
			[6]
	(a)	(a) (i)  (b) Exp  1	(ii) Identify <b>three</b> target markets of Frische Luft Campsite.  1

(c)	Explain how the following factors impact the price charged by Frische Luft Campsite:
	seasonality
	customer expectations
	[6]

(d)	Evaluate the benefits of using electronic media to attract customers.
	[9]

[Total: 25]

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