

## **Cambridge Assessment International Education**

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND	TOURISM		0471/22
Alternative to C	oursework		May/June 2019

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 an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

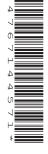
DO NOT WRITE IN ANY BARCODES.

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.



2 hours 30 minutes

	er to Fig. 1.1 (Insert), information about the Lesotho Tourism and Development Corporation's DC) 'Visit your country first' marketing campaign. Lesotho is a country in Africa.
(a)	Describe <b>two</b> reasons for the appeal of Lesotho as a destination.
	1
	2
	[4]
(b)	Explain <b>one</b> reason why LTDC uses <b>each</b> of the following methods of promotion:
	radio advertising
	billboards
	social media
	[6]

(c)	Explain tw destination	ikely	reaso	ns v	why	domest	ic to	ourism	is	a k	кеу	market	segme	ent	for	many
	1	 														
	2															
		 														[6]

(d)	Discuss how madestination.	arketing and	promotion	can help	Lesotho	become	more c	ompetitive	as a
									[9]

[Total: 25]

0471/22/M/J/19

fer to	Fig. 2.1 (Insert), information about a food-based theme park located in Italy, Europe.
(i)	Identify two market segments the theme park caters for.
	1
	2
	[2]
(ii)	Identify <b>two</b> services offered by the theme park.
	1
	2[2]
Exp	plain three ways the theme park might create its brand image.
1	
2	
2	
J	
	[6]
	(i) (ii)  Exp 1 2

(c)	Explain <b>two</b> benefits to customers of the theme park offering complete packages.
	1
	2
	[6]

(d)	Discuss the influence of the stages of the product life cycle model on pricing decisions for the theme park.
	[0]
	[9] [Total: 25]
	[10(a), 25]

(a)	(i)	Describe what is meant by the term tailor-made holiday.	
	(ii)	Give <b>two</b> examples of how the holiday in Fig. 3.1 can be tailor-made.	[2
		1	
		2	
			[2
	inte	rnet	
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	pho		
	pho	one	
	pho	one	

(c)	Explain <b>two</b> benefits to the customer of the promotional pricing techniques used by the provider in Fig. 3.1.
	1
	2
	[6]

(d)	Use the AIDA principle to analyse the effectiveness of the advertisement shown in Fig. 3.1.
	[9]

[Total: 25]

)	(i)	Identify the following:
		one example of quantitative research data used by Visit Napa County
		one example of secondary market research used by Visit Napa County
(	(ii)	Describe how random sampling is carried out.
		plain <b>three</b> likely needs of a day-tripper.
		plain <b>three</b> likely needs of a day-tripper.
		plain <b>three</b> likely needs of a day-tripper.
		plain <b>three</b> likely needs of a day-tripper.
	1	plain <b>three</b> likely needs of a day-tripper.
	1	plain <b>three</b> likely needs of a day-tripper.
	1	plain <b>three</b> likely needs of a day-tripper.
	1	plain <b>three</b> likely needs of a day-tripper.
:	1	plain three likely needs of a day-tripper.
:	2	plain three likely needs of a day-tripper.

Explain <b>two</b> benefits to a travel and tourism provider of creating a visitor profile.
1
2
[6]
[∨]

(d)	Discuss the advantages and disadvantages to tourist authorities of carrying out market research.
	ro.
	[9] [Total: 25]
	[10tal. 25]

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