



**Cambridge Assessment International Education**  
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



**TRAVEL AND TOURISM**

**0471/23**

Alternative to Coursework

**May/June 2019**

**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 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.

This document consists of **13** printed pages, **3** blank pages and **1** insert.

1 Refer to Fig. 1.1 (Insert), information about changes to the way loyalty reward programmes operate in travel and tourism.

(a) (i) Define, using a relevant travel and tourism example, what is meant by the term 'loyalty reward programme'.

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

(ii) Identify **two** rewards offered by the hotel chain referred to in Fig. 1.1.

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

(b) Explain **three** reasons why the hotel chain referred to in Fig. 1.1 has decided to change its loyalty reward programme.

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

(c) Explain **two** pricing strategies the hotel chain referred to in Fig. 1.1 could use to persuade customers to return.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

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.....

[6]



2 Refer to Fig. 2.1 (Insert), the results of a situation analysis of India as a tourism destination.

(a) Using the statement numbers, identify:

(i) **two** internal influences on tourism in India.

Internal influence 1 .....

Internal influence 2 .....

(ii) **two** external influences on tourism in India.

External influence 1 .....

External influence 2 .....

[4]

(b) Explain **three** features of India which limit its current appeal to visitors.

1 .....

.....

.....

.....

2 .....

.....

.....

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3 .....

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.....

[6]

(c) Explain **two** benefits of qualitative research data in identifying the needs and wants of visitors to India.

1 .....

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.....

.....

.....

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2 .....

.....

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[6]



3 Refer to Fig. 3.1 (Insert), information about the ‘Where will Brussels take you?’ promotional campaign. Brussels is the capital city of Belgium, Europe.

(a) List any **four** stages of a promotional campaign.

- 1 .....
- 2 .....
- 3 .....
- 4 .....

[4]

(b) Explain **three** benefits of advertising using a poster campaign.

- 1 .....  
.....  
.....  
.....
- 2 .....  
.....  
.....  
.....
- 3 .....  
.....  
.....  
.....

[6]



(c) Explain the **two** forms of market segmentation used in the ‘Where will Brussels take you?’ campaign.

Market segmentation 1 .....

.....  
.....  
.....  
.....  
.....

Market segmentation 2 .....

.....  
.....  
.....  
.....  
.....

[6]



4 Refer to Fig. 4.1 (Insert), information about the joint marketing programme between the Israel Tourist Board (ITB) and the Tanzania Tourist Board (TTB). Israel is a country in the Middle East, and Tanzania is a country in East Africa.

(a) (i) Define, using an example, what is meant by the term ‘familiarisation trip’.

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

(ii) Give **two** examples of trade promotions ITB and TTB might use to promote tourism.

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

(b) Explain **three** factors that might determine the pricing policies for tourism products in Israel and Tanzania.

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

(c) Explain the **two** distribution channels used in the two countries involved in this marketing programme.

1 .....

.....

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2 .....

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.....

[6]







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