



# Cambridge IGCSE™

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## TRAVEL & TOURISM

0471/23

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.



(c) Explain **two** factors likely to affect the price paid by customers of Rainforest Rancho.

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2 .....

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[6]



**Question 2**

Refer to Fig. 2.1 (Insert), information about the Jordan Tourism Board and the market research it carries out. Jordan is a country in the Middle East.

(a) (i) Using an example, define what is meant by the term 'source market'.

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

(ii) Give **two** examples of how tourist behaviour might change.

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

(b) Explain **three** reasons why exit surveys might be used in tourism market research.

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

(c) Explain **two** benefits of collecting quantitative market research data.

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2 .....

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[6]



**Question 3**

Refer to Fig. 3.1 (Insert), information about the Switzerland Convention and Incentive Bureau (SCIB). Switzerland is a country in Europe.

(a) (i) Using an example, define the term ‘incentive tourism’.

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

(ii) Describe **one** incentive activity offered by SCIB.

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..... [2]

(b) Explain the likely appeal of the following services offered by SCIB:

contacts with suppliers in the meetings industry .....

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

airport meet and greet .....

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

distribution of event materials to local hotels.....

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[6]



(c) Explain **three** reasons why Switzerland is described as an accessible destination.

1 .....

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2 .....

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3 .....

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[6]





(c) Explain **two** ways that smart technology might benefit tourists to the city.

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2 .....

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[6]







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