

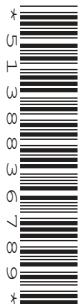
CANDIDATE
NAME

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TRAVEL AND TOURISM

0471/22

Alternative to Coursework

October/November 2018

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.

Question 1

Refer to Fig. 1 (Insert), the results of a situation analysis of tourism in Papua New Guinea, a country in Oceania.

(a) (i) Identify **two** internal influences on tourism in Papua New Guinea.

1

2

[2]

(ii) Describe **one** negative technological impact on tourism in Papua New Guinea.

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

(b) (i) Explain **two** reasons why travel and tourism organisations use the product life cycle model.

1

2

[4]

(ii) State at which stage of the product life cycle you would place Papua New Guinea as a tourist destination. Give **one** reason for your answer.

Stage on life cycle model

Reason

[2]

(c) Explain **two** reasons why marketing and promotion are important for tourism authorities, such as those in Papua New Guinea.

1

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[6]

Question 2

Refer to Fig. 2 (Insert), information about health and wellness tourism and the Silver Sanctuary Spa Resorts, a chain of destination spa resorts.

(a) (i) Describe, using an example, what is meant by health and wellness tourism.

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..... [2]

(ii) Explain why products and services in health and wellness tourism are inseparable.

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..... [2]

(b) Explain **two** likely reasons for the appeal of a destination spa, such as the Silver Sanctuary Spa Resorts, for leisure travellers.

1

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2

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[6]

(c) Suggest **two** pricing policies that might be used for health and wellness tourism products and services. Explain how **each** policy works.

Policy 1

How it works

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Policy 2

How it works

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[6]

Question 3

Refer to Fig. 3 (Insert), information about inbound tourism in Russia.

- (a) (i) Explain what is meant by the term inbound tourism, giving reference to its market segment.

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..... [2]

- (ii) Identify **two** strategies the Government in Russia has taken to attract more inbound tourists.

1
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2
..... [2]

- (b) Explain **two** benefits of using a mascot to market major events such as the Football World Cup.

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..... [6]

(c) Explain **two** reasons why the AIDA principle (Attention, Interest, Desire and Action) is considered when producing marketing materials to promote tourism.

1

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[6]

Question 4

Refer to Fig. 4 (Insert), an advertisement for the 26 Windows accommodation facility in Ho Chi Minh City in Vietnam.

(a) Describe **two** features of the accommodation provided at this facility.

1

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[4]

(b) Explain **two** reasons why independent travellers might choose to stay at this accommodation facility.

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[6]

(c) Explain how the following factors might affect the price that guests are charged for staying at an apartment at this facility:

the likely number of customers

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the number of competitors

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[6]

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