



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

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**TRAVEL AND TOURISM**

**0471/22**

Alternative to Coursework

**October/November 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 business tourism in Seoul, the capital city of South Korea, Asia.

(a) State what the initials MICE stand for in business tourism.

M .....

I .....

C .....

E .....

[4]

(b) Explain **three** reasons for the appeal of Seoul as a business tourism destination.

1 .....

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[6]

(c) Explain **two** likely aims of the Seoul Convention Bureau (SCB) in marketing business tourism in the city.

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2 .....

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[6]



2 Refer to Fig. 2.1 (Insert), an advertisement for FIT travelcom, a US tour operator specialising in packages for independent travellers.

(a) (i) Describe, using an example, what is meant by the term 'independent traveller'.

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

(ii) Identify **two** components of an independent package offered by FIT travelcom.

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

(b) Explain **three** factors affecting the final price FIT travelcom's customers will pay.

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

(c) Explain the suitability of **two** methods of promotion used to generate interest in independent holiday packages.

Method .....

Suitability .....

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Method .....

Suitability .....

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[6]



3 Refer to Fig. 3.1 (Insert), information about a new tourism concept, the Departure Beach, which has recently launched in Barbados, an island in the Caribbean.

(a) (i) Define, using an example, what is meant by the term 'departure lounge'.

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

(ii) Identify **two** features of the new Departure Beach product.

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

(b) The Departure Beach has recently been introduced to the market.

Explain **three** characteristics of the introduction stage of the product life cycle model.

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



(c) Explain **two** pricing policies that might have been used to determine the prices charged for using the Departure Beach.

1 .....

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2 .....

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[6]



4 Refer to Fig. 4.1 (Insert), information about the marketing environment for Canada, North America.

(a) (i) Give **two** examples of primary market research techniques that can be used to gain visitor feedback.

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

(ii) State **two** likely sources of secondary market research data tourism authorities in Canada might use.

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

(b) Explain **three** reasons why it is important for tourist destinations to create a positive image and reputation.

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

(c) Explain **two** ways airlines can use public relations to generate more sales.

1 .....

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2 .....

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[6]







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