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## TRAVEL & TOURISM

0471/21

Paper 2 Alternative to Coursework

October/November 2023

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.

1 Refer to Fig. 1.1 (Insert), a PEST analysis of India.

(a) Using the statement numbers from Fig. 1.1 complete the table below. Choose only **one** statement under each heading.

Political	Economic
Social	Technological

[4]

(b) Explain **three** benefits to countries, such as India, of doing a PEST analysis.

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

[6]

- (c) Explain **one** impact of seasonality on each of the following social factors identified by a PEST analysis:

employment .....

.....

.....

.....

.....

.....

overcrowding .....

.....

.....

.....

.....

.....

[6]

**(d)** Discuss how low-cost airlines use the marketing mix to increase customer numbers.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about tourism in Norway.

(a) (i) Define the term 'market segmentation'.

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

(ii) Identify **three** market segments likely to be targeted by Visit Norway.

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

(b) Explain **three** marketing functions of national tourist offices, such as Visit Norway.

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

(c) Explain the suitability of the following methods of promotion for the Nordland Railway:

videos .....

.....

.....

.....

.....

.....

sales promotions .....

.....

.....

.....

.....

.....

[6]

**(d)** Discuss the most suitable pricing policies for encouraging new visitors to Norway.

[9]

[Total: 25]

- 3 Refer to Fig. 3.1 (Insert), an advertisement for New Zealand Cave Adventures, a specialist tour operator.

(a) Describe **two** pricing policies used in Fig. 3.1.

Policy 1 .....

.....

.....

.....

Policy 2 .....

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[4]

(b) Explain **three** reasons why promoting products leads to an increase in customer interest.

1 .....

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2 .....

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3 .....

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[6]



- (c) Explain **one** advantage and **one** disadvantage of using the internet for advertising tourism products.

Advantage .....

.....

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.....

Disadvantage.....

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.....

[6]

- (d)** Discuss how developing a range of products would increase appeal across different market segments.

[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), an advertisement for Acindina Resort on the island of Cyprus.

(a) Identify **four** factors that may affect the price of a stay at the Acindina Resort.

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

[4]

(b) Explain **three** benefits to customers of using travel agents to book a holiday.

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

[6]

(c) Explain **two** benefits to the customer of market segmentation.

1 .....

.....

.....

.....

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.....

.....

2 .....

.....

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.....

[6]

- (d)** Evaluate the factors Acindina Resort must consider when producing effective promotional materials.

[9]

[Total: 25]





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