



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
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TRAVEL AND TOURISM

0471/22

Alternative to Coursework

October/November 2013

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 a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.
DO NOT WRITE IN ANY BARCODES.

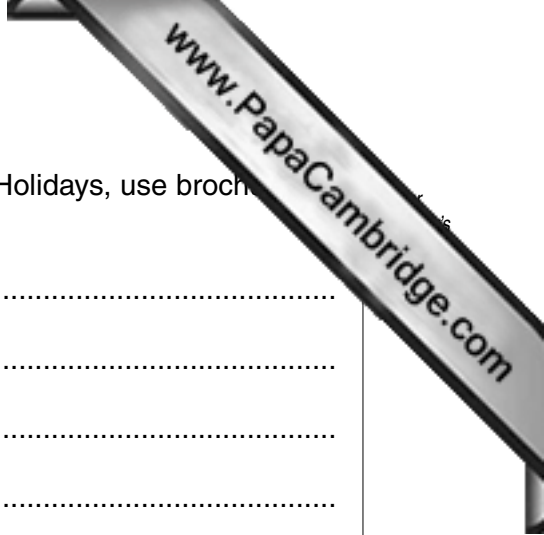
Answer **all** questions.

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 and **3** blank pages and **1** Insert.





(c) Explain **two** reasons why tour operators, such as Gold Flag Holidays, use brochures to promote their holidays.

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2.....
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.....[6]

Question 2

Refer to Fig. 2 (Insert), a news item about a new hostel for backpackers in Thailand.

- (a) (i) Identify **two** reasons why you would place Backpacker-nights at the introduction stage of the product life cycle.

1

.....

2

..... [2]

- (ii) Give **two** marketing activities that might be carried out during the research and development stage of the product life cycle.

1

.....

2

..... [2]

- (b) Explain **two** reasons why promotion is important for travel and tourism providers such as Backpacker-nights.

1.....

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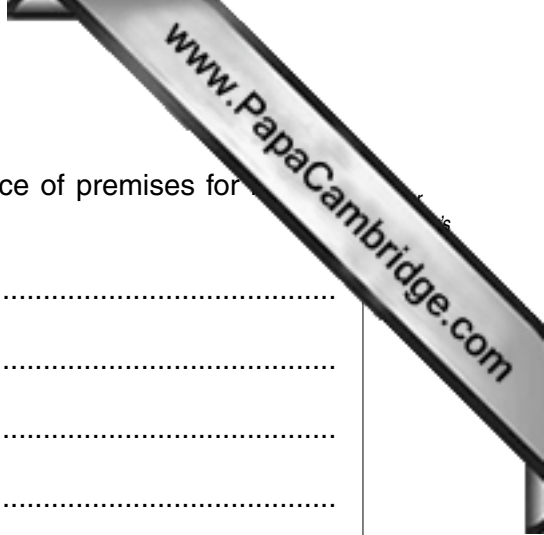
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..... [6]



(c) Explain how each of the following is likely to affect the choice of premises for accommodation providers:

- transport links
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- cost of premises.....
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- availability of staff.....
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[6]



(c) Explain how each of the following may create a positive image for a travel and tourism organisation:

- sponsorship

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- the use of press releases.....

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[6]



(c) Explain why the following methods of promotion are suitable for travel and tourism organisations such as Amazing Excursions:

- Internet.....
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- personal selling.....
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[6]

15
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