

Centre Number	Candidate Number	Name
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
International General Certificate of Secondary Education

**TRAVEL AND TOURISM**

**0471/02**

Paper 2

Specimen paper for examination from 2007

**2 hours and 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, music or rough working.  
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.  
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 **12** printed pages.



**Question 1**

From a recent investigation of its tourism provision, Pushkin City Administration in Russia has published a 10-year tourism strategy. One of the main objectives of this strategy is to develop an advertising campaign for Pushkin.

**(a)** Give **two** reasons why advertising tourist facilities within the city is important.

Reason 1 .....

.....

Reason 2 .....

..... [2]

**(b)** WTO (World Tourism Organisation) statistics show that Russia currently generates only 1.5% of world tourism.

**(i)** Consumer spending and employment figures are used to help calculate the contribution of tourism to a country's economy. Identify the *type* of research data used in these calculations.

..... [1]

**(ii)** Give **two** examples of how Pushkin could identify its competitors.

Example 1 .....

.....

Example 2 .....

..... [2]

(c) Pushkin City Administration used a full situation analysis to identify strengths, weaknesses, opportunities and threats within its tourism provision, as in the statements below.

- A** Pushkin's closeness to St Petersburg makes it a destination more suited to day visits than an overnight stay.
- B** The University has the potential to be a centre of expertise and research for the Russian Tourism industry.
- C** World-class palaces, parks and architecture exist.
- D** Most signs and printed materials are in Russian, causing language barriers for international visitors.
- E** Not all shops in the city accept credit cards.
- F** The existing calendar of events needs extending to include off-peak attractions.
- G** Proximity to St Petersburg's Pulkovo airport with good public transport links.
- H** Political / economic situation may discourage visitors from abroad.

Place the letter of each statement under the correct heading within the table below.

Strengths	Weaknesses
Opportunities	Threats

[8]



**Question 2**

- (a) (i) Give **two** examples of demographic segmentation commonly used by Travel and Tourism providers to identify specific target markets.

Example 1 .....

Example 2 ..... [2]

- (ii) Describe how socio-economic characteristics may be used to target specific travel and tourism customers.

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

- (iii) Define the term 'psychographic segmentation'.

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

- (b) Low-cost budget airlines are gaining in popularity over short-haul scheduled airlines, according to the results of a recent survey.

- (i) Identify **two** features of the product offered by a low-cost budget airline.

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

- (ii) At which stage of the product life cycle would you place low-cost budget airlines? Give a reason for your choice.

Stage .....

Reason .....

..... [2]

(c) Describe the types of customer attracted by budget airlines.

.....  
.....  
.....  
.....  
.....  
..... [4]

(d) Explain how low-cost budget airlines have used a range of distribution channels to reach a wider target market.

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



**Question 3**

Advertising is an important part of the marketing process for travel and tourism providers.

**(a)** Put the following stages of an advertising campaign into the correct sequence.

Implementation		Evaluation
	Research	
Preparation		Planning

1. ....
2. ....
3. ....
4. ....
5. .... [5]

**(b) (i)** Which stage would involve finding out about customers' buying habits and competitors' activities?

..... [1]

**(ii)** Which stage would include choosing promotional methods and media, as well as setting the advertising budget?

..... [1]

**(iii)** Give **two** purposes of the evaluation stage.

Purpose 1 .....

Purpose 2 ..... [2]







**Question 4**

In recent years, acts of international terrorism have affected tourism trends worldwide. Before the Autumn 2002 bombing, Bali was a popular island destination attracting large numbers of UK and Australasian tourists. The World Travel Market responded to the terrorist attack on Bali by publishing a special report in November 2002 on the destination and proposed changes to the pricing policies used for its travel and tourism products.

- (a) Identify factors about Bali's location that contribute to its popularity as a tourist destination.

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

- (b) (i) Identify the pricing policy that tour operators were using in Bali prior to the incident in 2002.

..... [1]

- (ii) Give **two** reasons for your choice.

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

- (c) (i) Choose **two** alternative pricing policies that tour operators might consider to overcome tourists' initial reaction to stay away from destinations following such attacks.

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

