



CANDIDATE  
NAME

|  |
|--|
|  |
|--|

CENTRE  
NUMBER

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

CANDIDATE  
NUMBER

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

## 0471/23

May/June 2020

**2 hours 30 minutes**

You will need:    Insert (enclosed)

- 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.

- 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.

DC (SC) 179918/1  
© UCLES 2020

**[Turn over**

### Question 1

Refer to Fig. 1.1 (Insert), information about a tourism marketing campaign for the Kingdom of Bahrain, a country in the Middle East.

- (a) Describe **two** likely benefits of the Bahrain Tourism and Exhibitions Authority (BTEA) holding meetings with tour operators in the UK as part of the marketing campaign.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

- (b) Explain **three** ways Bahrain might create its brand identity.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** ways Bahrain is improving the 'place' element of its marketing mix.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[6]

**(d)** Evaluate the likely reasons why Bahrain wants to increase its visitor numbers.

[9]

[Total: 25]

## Question 2

Refer to Fig. 2.1 (Insert), information about the use of mobile media marketing and different booking methods for an airline.

- (a) (i) Give **two** reasons why the airline needed to carry out market research.

1 .....

.....

2 .....

.....

[2]

- (ii) Define, using an example, what is meant by the term 'mobile media'.

.....

.....

.....

..... [2]

- (b) Explain **three** likely benefits to the customer of using a desktop computer to make a booking rather than using a mobile phone.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) Explain **two** reasons why airlines collect customer profiling data.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[6]

- (d)** Evaluate the importance of travel and tourism organisations managing their marketing budgets.

[9]

[Total: 25]

### Question 3

Refer to Fig. 3.1 (Insert), the results of a SWOT analysis for Greece, a country in Europe.

- (a) (i) Define, using an example, what is meant by the term 'specialist tourism'.

.....

.....

.....

..... [2]

- (ii) State **two** likely benefits to Greece of offering specialist tourism.

1 .....

.....

2 .....

.....

[2]

- (b) Explain **three** likely impacts of political instability on tourism marketing in Greece.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

- (c) Explain **two** changes tour operators could make to their marketing mix to increase the number of visitors to Greece.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]



#### Question 4

Refer to Fig. 4.1 (Insert), an extract from a tourist brochure for St. Vincent and the Grenadines, a destination in the Caribbean.

- (a) State St. Vincent's stage on the product life cycle model, giving reasons for your choice.

Stage .....

Reasons .....

.....

.....

.....

.....

.....

.....

[4]

- (b) Identify **three** market segments St. Vincent and the Grenadines might attract. For **each** segment, explain **one** reason for the likely appeal of the destination.

Market segment .....

Appeal .....

.....

Market segment .....

Appeal .....

.....

Market segment .....

Appeal .....

.....

[6]

- (c) Explain why the following pricing strategies might be suitable for tourism products in St. Vincent:

market penetration .....

.....

.....

.....

.....

.....

market skimming .....

.....

.....

.....

.....

.....

[6]

**(d)** Discuss the view that St. Vincent offers a broad product/service mix for its visitors.

[9]

[Total: 25]





**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.