



CANDIDATE
NAME

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CANDIDATE
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0471/22

May/June 2021

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.

This document has **16** pages. Any blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), information about Tourism Solomons, the national tourism office for the Solomon Islands. The Solomon Islands is a nation of islands in the South Pacific.

- (a) (i) Using an example, define what is meant by the term 'tourism tradeshow'.

.....

.....

..... [2]

- (ii) Give **two** examples of public relations Tourism Solomons might use to market the destination.

1

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2

..... [2]

- (b) Explain **three** benefits of using geographic segmentation to target potential customers.

1

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2

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3

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..... [6]

(c) Explain **two** likely reasons for the relaunch of the cruise product to the Solomon Islands.

1

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2

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[6]

- (d)** Discuss how tourism in the Solomon Islands might benefit from those working in tourism learning more about the destination.

[9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), the results of a situation analysis of tourism in Mongolia. Mongolia is a country in east Asia, bordering China and Russia.

- (a) (i)** Use the statement numbers to identify **two** social influences on tourism in Mongolia.

1

2

[2]

- (ii)** Use the statement numbers to identify **two** threats to tourism in Mongolia.

[2]

- (b)** Explain **three** reasons why countries, such as Mongolia, produce tourism marketing plans.

1

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2

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[6]

(c) Explain **two** ways Mongolia's tourism industry might create a unique selling point.

1

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[6]

- (d)** Discuss the likely effects on the tourism industry of seasonality in destinations, such as Mongolia.

[9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about how the distribution channel for tourism products has changed over time.

(a) (i) State **two** components of a traditional holiday package.

- 1
- 2 [2]

(ii) Using an example, define what is meant by the term 'dynamic packaging'.

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- [2]

(b) Explain **three** likely benefits to customers of booking a dynamic holiday package.

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

- (c) Explain **two** pricing policies holiday comparison websites might use to sell dynamic holiday packages.

1

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2

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[6]

(d) Discuss how travel and tourism products might be marketed differently for different genders.

[9]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), an advertisement for a river safari holiday in the Chobe National Park. Chobe is located in Botswana in Africa.

- (a) (i) Describe what is meant by the term 'no set itinerary'.

.....
 [1]

- (ii) State **three** customer types this river safari might attract.

1
 2
 3 [3]

- (b) Explain **three** reasons why this river safari might be described as heterogenous.

1

 2

 3

 [6]

(c) Explain **two** ways the advertisement in Fig. 4.1 uses the AIDA principle to create interest.

1

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[6]

- (d)** Discuss why transport links are an important factor of location for tour operators, including the one advertised in Fig. 4.1.

[9]

[Total: 25]

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