



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
International General Certificate of Secondary Education

CANDIDATE  
NAME

CENTRE  
NUMBER

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NUMBER

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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.

*For  
Examiner's  
Use*

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





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

*For  
Examiner's  
Use*

- transport links .....  
.....  
.....  
.....
  
- cost of premises.....  
.....  
.....  
.....
  
- 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:

*For  
Examiner's  
Use*

- 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:

*For  
Examiner's  
Use*

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







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