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TRAVEL & TOURISM

0471/23

Paper 2 Managing and Marketing Destinations

May/June 2024

2 hours

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- 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.

INFORMATION

- The total mark for this paper is 80.
- 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 **12** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information about Tuvalu, an island in the Pacific Ocean.

(a) Identify **three** reasons for the appeal of Tuvalu.

- 1
- 2
- 3 [3]

(b) Explain **two** reasons why Tuvalu does **not** get many tourists.

- 1
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.....
.....
- 2
.....
.....
..... [4]

(c) Explain **two** methods of market research that could be used to gain customer feedback.

- 1
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.....
.....
- 2
.....
.....
..... [4]

2 Refer to Fig. 2.1 (Insert), an advertisement for Serenity Cruises.

(a) Identify **three** ways Serenity Cruises provides for elderly passengers.

1

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2

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3

.....

[3]

(b) Explain **one** advantage and **one** disadvantage of using the internet to market to the elderly.

Advantage

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.....

.....

Disadvantage

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.....

[4]

(c) Explain **two** pricing policies that might be suitable for Serenity Cruises.

1

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.....

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2

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.....

.....

[4]

3 Refer to Fig. 3.1 (Insert), information about agritourism.

(a) Identify **three** tangible products from Fig. 3.1.

- 1
- 2
- 3 [3]

(b) Describe **two** ways a destination management company (DMC) can help raise awareness of a tourist location.

- 1
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- 2
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..... [4]

(c) Explain **two** benefits of having brand loyalty.

- 1
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.....
- 2
.....
.....
..... [4]

4 Refer to Fig. 4.1 (Insert), an advertisement for the Mandai Wildlife Reserve in Singapore.

(a) Suggest **three** types of tourist likely to visit the Mandai Wildlife Reserve.

- 1
- 2
- 3 [3]

(b) Explain **two** benefits to the Mandai Wildlife Reserve of winning the best leisure attraction award.

- 1
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- 2
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..... [4]

(c) Explain **two** reasons for the importance of marketing to travel and tourism organisations.

- 1
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- 2
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.....
..... [4]

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