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CANDIDATE NAME

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4342548500

TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **May/June 2022**

2 hours 30 minutes

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 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.

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1 Refer to Fig. 1.1 (Insert), an extract of a SWOT analysis for Mauritius, an island in the Indian Ocean.

(a) (i) Identify **two** opportunities for tourism in Mauritius.

1 .....

2 .....
[2]

(ii) Identify **two** threats for tourism in Mauritius.

1 .....

2 .....
[2]

(b) Other than a SWOT analysis, describe **three** ways tourist boards can determine their market position.

1 .....

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2 .....

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3 .....

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[6]

(c) Market research helps the tourism industry monitor their performance.

Explain the benefits of **two** different types of primary research.

Primary research method 1 .....

Benefits .....

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Primary research method 2 .....

Benefits .....

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[6]

(d) Assess the importance of using market analysis tools, such as SWOT, for Mauritius.

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..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), the marketing plan for Dorset, a county on the south coast of England.

(a) (i) Identify **two** of Dorset's target markets.

1 .....

2 .....
[2]

(ii) Identify **two** ways Dorset intends to attract visitors.

1 .....

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2 .....

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[2]

(b) Some tourist destinations are at the 'Introductory Stage' of the Product Life Cycle.

Explain why **each** of the following pricing policies would be suitable at the introductory stage of the product life cycle.

Market penetration .....

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Market skimming .....

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Special offers .....

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[6]

(c) Explain **two** advantages to destinations of developing products and services to attract more educational tourists.

1 .....

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2 .....

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[6]

(d) Discuss the benefits to destinations of using trade promotions to increase tourist numbers.

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[Total: 25]

3 Refer to Fig. 3.1 (Insert), information about Lone Travellers, a tour operator.

(a) (i) Identify **two** problems that single travellers often experience when booking a holiday.

1 .....

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2 .....

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[2]

(ii) Identify **two** ways Lone Travellers have developed their products for single travellers.

1 .....

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2 .....

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[2]

(b) Explain how Lone Travellers might use **each** of the following to create a brand image:

logo .....

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slogan .....

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[6]

(c) Explain **three** benefits to tour operators, such as Lone Travellers, of specialising in one target market.

1 .....

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2 .....

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3 .....

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[6]

(d) Discuss how tour operators, such as Lone Travellers, might develop their marketing mix when entering a new market.

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..... [9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), information about Vardees Holiday Park, near Biarritz on the west coast of France.

(a) (i) Identify **two** activities offered to children by Vardees.

1 .....

2 .....
[2]

(ii) Suggest **two** market segments that might be attracted to camping and caravan holidays.

1 .....

2 .....
[2]

(b) Describe **three** ways Vardees Holiday Park has been developed to meet the needs of families.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain how marketing and promotion can affect **each** of the following factors:

customer satisfaction .....

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increased sales .....

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[6]

(d) Discuss the factors likely to influence the choice of location for a campsite.

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..... [9]

[Total: 25]

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