Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

7882576564

TRAVEL & TOURISM **0471/22**

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.

© UCLES 2024

1 Refer to Fig. 1.1 (Insert), information about rural tourism.

(a) (i) Define the term 'homestay'.

.....

..... [1]

(ii) Other than homestays, identify **two** other types of rural accommodation.

1 .....

2 .....
[2]

(b) Explain **two** ways improved infrastructure in rural areas can benefit tourists.

1 .....

.....

.....

.....

2 .....

.....

.....

.....
[4]

(c) Explain **one** way national tourism organisations (NTOs) can use the following to increase rural tourism:

product .....

.....

.....

.....

promotion .....

.....

.....

.....
[4]

(d) Discuss the suitability of market penetration as a pricing policy for rural tourism organisations.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

2 Refer to Fig. 2.1 (Insert), a SWOT analysis for ecotourism in Australia.

(a) Using the statement numbers from Fig. 2.1, identify **one** statement for each heading.

Strength	**Weakness**
Opportunity	**Threat**

[4]

(b) Tourism Australia, Australia's national tourism organisation, has recruited a market research agency to carry out research on tourists' opinions of ecotourism.

State **three** reasons for market research.

1 .....

2 .....

3 .....

[3]

(c) Explain **each** of the following methods of promotion:

trade promotions .....

.....

.....

.....

sales promotions .....

.....

.....

.....

[4]

(d) Evaluate the ways responsible tourism can help make tourism sustainable.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

3 Refer to Fig. 3.1 (Insert), an advertisement for the opening of the London Resort.

(a) (i) Identify **two** products available at the London Resort.

1 .....

2 .....

[2]

(ii) Identify **one** service available at the London Resort.

.....

[1]

(b) Describe **one** way each of the following pricing policies is suitable for the London Resort:

promotional pricing .....

.....

.....

.....

price bundling .....

.....

.....

.....

[4]

(c) Explain **two** reasons why marketing is important for the London Resort.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(d) Discuss why social media would be the most suitable type of advertising for a new attraction such as the London Resort.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

4 Refer to Fig. 4.1 (Insert), an advertisement for Luxury Boat Hire.

(a) Identify **three** target markets for Luxury Boat Hire.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** advantages to tourists of having no set itinerary while on holiday.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(c) Explain **two** reasons tourism organisations use competitor analysis.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

© UCLES 2024

(d) Luxury Boat Hire sponsors the Atlantic Rally for Cruisers (ARC), an international boating event. Sponsorship is a form of public relations.

Discuss the ways that sponsorship can benefit tourism organisations.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

© UCLES 2024

BLANK PAGE

© UCLES 2024

BLANK PAGE

© UCLES 2024

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 after the live examination series.

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

© UCLES 2024