Cambridge Assessment International Education

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CENTRE NUMBER						CANDIDATE NUMBER			

4526384653

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.

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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 .....

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[4]

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

1 .....

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2 .....

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[4]

(d) Analyse the possible impacts of developing tourism in Tuvalu.

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..... [9]

[Total: 20]

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 .....

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[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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2 .....

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[4]

(d) Discuss the benefits to tourism organisations of having a successful promotional campaign.

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..... [9]

[Total: 20]

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 .....

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[4]

(d) Discuss the ways agritourism can be managed sustainably.

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..... [9]

[Total: 20]

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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(d) Familiarisation trips are a form of public relations used by many tourism organisations.

Discuss the effectiveness of familiarisation trips in helping to increase tourist numbers.

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..... [9]

[Total: 20]

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