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TRAVEL & TOURISM **0471/22**

Paper 2 Managing and Marketing Destinations **May/June 2025**

INSERT **2 hours**

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INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages. Any blank pages are indicated.

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Fig. 1.1 for Question 1

Best Cost Airlines

Best Cost Airlines (BCA) is a low-cost airline flying from London City and London Stansted airports in the UK to Paris and Lyon in France, and Barcelona and Madrid in Spain. Currently, 70% of their passengers are leisure travellers and those visiting friends and relatives.

BCA wants to increase the number of business passengers using its services. Before BCA advertises or make changes to its products and offers, BCA wants to find out the number of business travellers using these routes and whether BCA would appeal to them.

Fig. 2.1 for Question 2

Intercity Coaches

Intercity Coaches is a coach company operating between the cities of Phoenix, Tucson, Flagstaff, Mesa and Scottsdale in Arizona, US. The company offers a 'no frills' service and charges $10 for a single journey.

Intercity Coaches has been operating for six months and now wants to organise a promotional campaign. Its aim is to attract more students to use its services. Intercity Coaches has a small budget and wants the campaign to run from July to December.

Some campaign ideas it has are:

- newspaper and magazine advertisements
- offering $1 tickets per single journey for the first 100 passengers making a booking in August
- sponsorship of Halloween events at universities.

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Fig. 3.1 for Question 3

Responsible Tourism Charter
Cape Town, South Africa

The local authority in Cape Town has won an award for its new Responsible Tourism Charter. The Charter was developed to manage the evolving challenges in the tourism industry and promote sustainable practices. The local authority wants to ensure the long-term growth of the city as a tourist destination. The charter includes the following:

- encouraging the use of public transport
- involving local people in decisions that affect their lives
- conserving natural and cultural heritage
- providing more enjoyable experiences for tourists
- promoting cultural sensitivity
- creating respect between tourists and locals
- building local pride and confidence
- providing access for people with disabilities
- promoting local businesses.

Fig. 4.1 for Question 4

Tourist Information Centres (TICs) – Vietnam

Vietnam's TICs provide visitors with information about any region in Vietnam and help leisure and business tourists make decisions about their choice of activities.

The Ho Chi Minh City Tourist Information Centre opened to help local and international visitors and to promote quality destinations and services throughout Vietnam. Products and services provided include the following:

- multilingual tourism publications and travel guides
- maps of tourist attractions and digital tourism maps
- accommodation recommendations and booking service
- booking of boat tours and dinner cruises
- advice about local attractions
- local transport information
- souvenirs and local products
- a 24-hour virtual assistant.

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