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8168230248

TRAVEL & TOURISM **0471/23**

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

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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[Turn over

1 Refer to Fig. 1.1 (Insert), a graph showing the market segments of the cruise market.

(a) (i) Suggest **one** type of market research that could have been used to collect the data shown in Fig. 1.1.

.....

..... [1]

(ii) State **two** types of tourist likely to go on a cruise holiday.

1 .....

2 .....

[2]

(b) Explain **two** benefits to customers of booking a cruise by telephone.

1 .....

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2 .....

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[4]

(c) Explain **two** reasons why marketing is important to cruise providers.

1 .....

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2 .....

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[4]

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(d) Discuss the benefits of printed publicity material being used as a communication method for cruise operators.

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2 Refer to Fig. 2.1 (Insert), information about golf tourism.

(a) (i) Define the term 'premium pricing'.

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..... [1]

(ii) Identify **two** services sold by Golf To You.

1 .....

2 .....

[2]

(b) Explain **two** possible reasons Golf To You uses premium pricing.

1 .....

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2 .....

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[4]

(c) Golf To You is at the maturity stage of the product life cycle.

Explain **two** actions Golf To You could take to avoid going into the decline stage.

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[4]

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(d) Discuss the benefits to tourism organisations of using market segmentation.

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3 Refer to Fig. 3.1 (Insert), information about protecting national parks.

(a) (i) Define the term 'carrying capacity'.

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..... [1]

(ii) Identify the **two** methods being used to reduce visitor numbers to national parks.

1 .....

2 .....

[2]

(b) Another way to manage visitor numbers to national parks is to introduce day permits.

Explain **two** ways that day permits can manage visitor numbers to national parks.

1 .....

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[4]

(c) Explain **two** ways national parks can manage damage to flora and fauna caused by visitors.

1 .....

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(d) Discuss the role of NGOs, such as national parks, in managing conservation.

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4 Refer to Fig. 4.1 (Insert), an advertisement for Wishing Wildlife Adventures.

(a) Suggest **three** characteristics of adventure holidays.

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3 .....

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[3]

(b) Wishing Wildlife Adventures uses direct selling to sell its holiday packages.

Explain **one** advantage and **one** disadvantage of direct selling.

Advantage .....

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Disadvantage .....

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[4]

(c) Explain **two** ways that Wishing Wildlife Adventures could develop its product/service mix to target different market segments.

1 .....

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[4]

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(d) Evaluate the use of direct marketing as a form of promotion for tour operators offering adventure tourism.

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