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*1318101037*

**TRAVEL & TOURISM** **0471/22**

Paper 2 Alternative to Coursework **October/November 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 advertisement for the opening of Hotel Buena Vista on Bora Bora, an island in the South Pacific.

**(a)** A package holiday consists of transport and accommodation sold together.

State **four** other services that may be provided.

1 .....

2 .....

3 .....

4 .....

[4]

**(b)** The Hotel Buena Vista is at the introductory stage of the Product Life Cycle.

Describe **three** characteristics of this stage.

1 .....

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2 .....

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3 .....

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[6]

**(c)** Explain why the following **two** 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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[6]

**(d)** Discuss the factors that need to be considered when choosing a destination for an event to promote a new product such as the Hotel Buena Vista.

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..... [9]

[Total: 25]

**2** Refer to Fig. 2.1 (Insert), an advertisement for Wet and Wild Activity Centre.

**(a) (i)** Identify **two** target markets likely to visit the activity centre.

1 .....

2 .....
[2]

**(ii)** Identify **two** perishable products offered by the activity centre.

1 .....

2 .....
[2]

**(b)** Explain how **each** of the following factors might influence the choice of location for an activity holiday provider.

Availability of staff .....

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Access/transport links .....

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Costs .....

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[6]

**(c)** Explain **three** benefits to the Wet and Wild Outdoor Activity Centre of offering package holidays.

1 .....

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2 .....

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3 .....

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[6]

**(d)** Discuss the advantages and disadvantages to tourism providers of using social media as a form of promotion.

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[Total: 25]

**3** Refer to Fig. 3.1 (Insert), a diagram showing the methods of promotion and a press release for Alpaca Tours.

**(a)** Using the information in Fig. 3.1 complete the table below by inserting the correct letter to identify the method of promotion being described.

| Method of Promotion | Letter |
|---|---|
| Personal Selling | |
| Sales Promotion | |
| Direct Marketing | |
| Public Relations | |

[4]

**(b)** Explain **three** disadvantages to tourists of booking a tour independently rather than booking a package holiday with Alpaca Tours.

1 .....

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2 .....

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3 .....

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[6]

**(c)** Explain **two** disadvantages of using online travel services to book a holiday.

1 .....

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[6]

**(d)** Discuss the benefits to tourism providers of using personal selling as a method of promotion.

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[Total: 25]

**4** Refer to Fig. 4.1 (Insert), a marketing email from SunshineClub Holidays.

**(a) (i)** Define the term 'customer loyalty'.

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..... [1]

**(ii)** Give **three** rewards loyal customers may receive.

1 .....

2 .....

3 .....

[3]

**(b)** Describe **each** of the following promotional pricing policies:

competitive pricing .....

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prestige pricing .....

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price bundling .....

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[6]

**(c)** Explain **three** ways SunshineClub Holidays can achieve customer loyalty.

1 .....

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2 .....

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3 .....

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[6]

**(d)** Using the AIDA principle evaluate the effectiveness of the promotional email from SunshineClub Holidays.

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[Total: 25]

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