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TRAVEL & TOURISM **0471/22**

Paper 2 Managing and Marketing Destinations **October/November 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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[Turn over

1 Refer to Fig. 1.1 (Insert), information about Ireland's Green Button Campaign.

(a) Identify **three** reasons why the Green Button Campaign was launched.

1 .....

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2 .....

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3 .....

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[3]

(b) Explain **two** reasons why timing was important when planning the Green Button Campaign.

1 .....

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2 .....

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[4]

(c) Explain **two** reasons why public relations are used by travel and tourism organisations.

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2 .....

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[4]

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(d) Discuss the importance of costs when launching a promotional campaign.

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2 Refer to Fig. 2.1 (Insert), an advertisement for Barcelona Food Adventures.

(a) Identify **three** features of the food adventure package in Fig. 2.1.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** factors that may affect the pricing policy used by Barcelona Food Adventures.

1 .....

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[4]

(c) Explain **two** reasons why destination branding is important.

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(d) Discuss the advantages to Barcelona Food Adventures of using retailers as a distribution channel.

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3 Refer to Fig. 3.1 (Insert), results of a survey on tourists' choice of accommodation types.

(a) Other than those in Fig. 3.1, state **three** accommodation types used by tourists.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** reasons why tourists choose holiday homes or serviced accommodation.

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[4]

(c) Explain **two** reasons why improving infrastructure can create economic benefits for a destination.

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(d) Discuss how perishability affects organisations in the accommodation sector.

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4 Refer to Fig. 4.1 (Insert), an advertisement for Sunlight Felipe Beach Resort and Spa in Corfu.

(a) Identify **three** family friendly facilities at Sunlight Felipe Beach Resort.

1 .....

2 .....

3 .....

[3]

(b) Sunlight Felipe Beach Resort is at the growth stage of the product life cycle.

Describe **two** characteristics of the growth stage.

1 .....

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[4]

(c) Explain **two** ways that the availability of staff is important when choosing a location for a resort.

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[4]

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(d) Discuss how the Sunlight Felipe Beach Resort can be managed sustainably.

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