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CANDIDATE NAME

CENTRE NUMBER

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6500617403

TRAVEL & TOURISM **0471/23**

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 the Malaysia Tourist Promotion Board (MTPB).

(a) Identify **three** types of tourists the MTPB are targeting.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** reasons why the MTPB uses marketing campaigns.

1 .....

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2 .....

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[4]

(c) Explain **one** advantage and **one** disadvantage of using face to face interviews for market research.

Advantage .....

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Disadvantage .....

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[4]

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(d) Discuss the benefits to tourist organisations of adding a blog to their website.

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2 Refer to Fig. 2.1 (Insert), information about rising accommodation prices in the UK.

(a) (i) Define the term 'inflation'.

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..... [1]

(ii) Suggest **two** negative impacts on destinations of decreasing domestic tourism.

1 .....

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2 .....

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[2]

(b) Explain **two** pricing policies that could be used to improve domestic tourism in the UK.

1 .....

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2 .....

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[4]

(c) Explain **two** benefits of using printed promotional materials.

1 .....

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2 .....

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[4]

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(d) Discuss the advantages to accommodation providers of using primary market research.

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3 Refer to Fig. 3.1 (Insert), an advertisement for Fortune Suites, serviced accommodation in Tokyo, Japan.

(a) State **three** benefits to tourists of using Fortune Suites serviced accommodation.

1 .....

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2 .....

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3 .....

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[3]

(b) Explain how **each** of the following distribution channels would be suitable for accommodation providers:

direct phone bookings .....

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wholesalers .....

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[4]

(c) Explain **two** ways accommodation providers use promotion to increase their market share.

1 .....

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2 .....

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[4]

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(d) Discuss the ways that hotels can be more sustainable.

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4 Refer to Fig. 4.1 (Insert), an advertisement for Fansite Sports Travel.

(a) Identify **three** different packages offered by Fansite Sports Travel.

1 .....

2 .....

3 .....

[3]

(b) Describe **two** ways that the sports tourism market may be segmented.

1 .....

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2 .....

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[4]

(c) Explain **two** social factors that affect the demand for sports tourism.

1 .....

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2 .....

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[4]

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(d) Discuss the importance of product in the marketing mix for specialist tour operators.

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