



CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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0471/22

May/June 2022

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- 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.

- 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.

1 Refer to Fig. 1.1 (Insert), results of a customer satisfaction survey of a ski resort in eastern Europe.

(a) Identify from Fig. 1.1 the category from the survey which applies to each 'p' of the marketing mix.

Product

Price

Place

Promotion

[4]

(b) Explain **two** ways travel and tourism organisations use market research to identify customer needs.

1

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2

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[6]

- (c) Explain **three** reasons why travel and tourism organisations might use market penetration as a pricing policy.

1

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[6]

(d) Discuss how ski resorts can use sales promotions to encourage more tourists.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about different tourist types.

(a) (i) Define the term 'special interest tourism'.

.....
 [1]

(ii) Give **three** examples of special interest tourism.

1
 2
 3 [3]

(b) Explain how a hotel could adapt its product to meet the needs of **each** of the following market segments:

business tourists

 families

 grey market (over 65s)

 [6]

(c) Explain **two** benefits to travel and tourism organisations of developing a product portfolio.

1

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2

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[6]

(d) Discuss the benefits to the tourism provider of identifying their target market.

[9]

[Total: 25]

- 3 Refer to Fig. 3.1 (Insert), Stephinatos booking page. Stephinatos is an online tour operator specialising in holidays to the Seychelles, Mauritius and the Maldives.

(a) Identify **two** activities offered by Stephinatos and suggest a target market for **each**.

Activity	Target market
1	
2	

[4]

- (b) A tourism provider in the Seychelles is planning to build a new activity centre on the island of Mahé.

Explain how **each** of the following factors might influence the choice of location:

adjacent facilities

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availability of staff

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[6]

(c) Explain the appeal of package holidays to **each** of the following market segments:

families

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education tourists

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[6]

(d) Discuss the factors that might determine the pricing policy used by Stephinat.

[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), a SWOT analysis of Greek tourism.

- (a) Using the statement numbers in Fig. 4.1 complete the table below by giving **one** statement under each heading.

Strength	Weakness
Opportunity	Threat

[4]

- (b) Explain **three** uses of the Product Life Cycle for travel and tourism organisations.

1

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[6]

- (c) Give **three** possible economic factors identified by a PEST analysis and explain their impact on the tourism market.

1

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[6]

(d) Discuss the importance of using SWOT analysis as a marketing tool.

[9]

[Total: 25]

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