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0471/22

## Paper 2 Managing and Marketing Destinations

May/June 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.

1 Refer to Fig. 1.1 (Insert), information about rural tourism.

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

.....  
 ..... [1]

(ii) Other than homestays, identify **two** other types of rural accommodation.

1 .....  
 2 ..... [2]

(b) Explain **two** ways improved infrastructure in rural areas can benefit tourists.

1 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 ..... [4]

(c) Explain **one** way national tourism organisations (NTOs) can use the following to increase rural tourism:

product .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 ..... [4]

**(d)** Discuss the suitability of market penetration as a pricing policy for rural tourism organisations.

[9]

[Total: 20]

2 Refer to Fig. 2.1 (Insert), a SWOT analysis for ecotourism in Australia.

(a) Using the statement numbers from Fig. 2.1, identify **one** statement for each heading.

| Strength    | Weakness |
|-------------|----------|
|             |          |
| Opportunity | Threat   |
|             |          |

[4]

(b) Tourism Australia, Australia's national tourism organisation, has recruited a market research agency to carry out research on tourists' opinions of ecotourism.

State **three** reasons for market research.

- 1 .....
- 2 .....
- 3 .....

[3]

(c) Explain **each** of the following methods of promotion:

trade promotions .....

.....

.....

.....

sales promotions .....

.....

.....

.....

[4]

**(d)** Evaluate the ways responsible tourism can help make tourism sustainable.

[9]

[Total: 20]

3 Refer to Fig. 3.1 (Insert), an advertisement for the opening of the London Resort.

(a) (i) Identify **two** products available at the London Resort.

1 .....

2 .....

[2]

(ii) Identify **one** service available at the London Resort.

.....

[1]

(b) Describe **one** way each of the following pricing policies is suitable for the London Resort:

promotional pricing .....

.....

.....

.....

price bundling .....

.....

.....

.....

[4]

(c) Explain **two** reasons why marketing is important for the London Resort.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

- (d)** Discuss why social media would be the most suitable type of advertising for a new attraction such as the London Resort.

[9]

[Total: 20]

4 Refer to Fig. 4.1 (Insert), an advertisement for Luxury Boat Hire.

(a) Identify **three** target markets for Luxury Boat Hire.

- 1 .....
- 2 .....
- 3 ..... [3]

(b) Explain **two** advantages to tourists of having no set itinerary while on holiday.

- 1 .....  
.....  
.....  
.....
- 2 .....  
.....  
.....  
..... [4]

(c) Explain **two** reasons tourism organisations use competitor analysis.

- 1 .....  
.....  
.....  
.....
- 2 .....  
.....  
.....  
..... [4]

- (d)** Luxury Boat Hire sponsors the Atlantic Rally for Cruisers (ARC), an international boating event. Sponsorship is a form of public relations.

Discuss the ways that sponsorship can benefit tourism organisations.

[9]

[Total: 20]





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