



CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

0471/22

October/November 2022

2 hours 30 minutes

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), 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
.....
.....
.....
2
.....
.....
.....
3
.....
.....
.....

[6]

- (c) Explain why the following **two** pricing policies would be suitable at the introductory stage of the Product Life Cycle.

Market penetration

.....

.....

.....

.....

.....

Market skimming

.....

.....

.....

.....

.....

[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.

[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

.....

.....

.....

Access/transport links

.....

.....

.....

Costs

.....

.....

..... [6]

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

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

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

[9]

[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

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

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

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

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

[9]

[Total: 25]

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

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

.....
 [1]

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

1
 2
 3 [3]

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

competitive pricing

prestige pricing

price bundling

 [6]

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

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

[6]

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

[9]

[Total: 25]

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.