



CANDIDATE
NAME

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CENTRE
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CANDIDATE
NUMBER

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0471/23

October/November 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), information about Malawi, a country in Africa.

(a) (i) Define the term 'brand image'.

.....
 [1]

(ii) Other than using a brand slogan, state **three** ways a destination might create a brand image.

1

 2

 3
 [3]

(b) Explain **three** benefits of using a website to promote tourist destinations such as Malawi.

1

 2

 3

 [6]

(c) Malawi is at the growth stage of the Product Life Cycle.

Describe **three** characteristics of the growth stage of the Product Life Cycle.

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

[6]

(d) Discuss the importance of brand image for destinations such as Malawi.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about River Fire Cruises.

(a) (i) Identify **two** market segments of River Fire Cruises.

1

2 [2]

(ii) Identify **two** services offered by River Fire Cruises.

1

2 [2]

(b) River Fire Cruises have chosen price bundling as a pricing strategy.

Explain **three** advantages to the customer of price bundling.

1

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2

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3

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..... [6]

(c) Explain **three** reasons why tourism providers identify their target market.

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

[6]

- (d)** Discuss the reasons why travel and tourism organisations might change their marketing mix to achieve their objectives.

[9]

[Total: 25]

- 3 Refer to Fig. 3.1 (Insert), results of a SWOT analysis of tourism in Bulgaria, a country in Eastern Europe.

(a) Using the statement numbers from Fig. 3.1 complete the table below:

One Strength	One Weakness
One Opportunity	One Threat

[4]

(b) Explain **three** reasons why national tourist boards carry out a SWOT analysis.

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

[6]

- (c) Explain how **each** of the following methods can be used by national tourist boards to assess their position in the market:

market research

.....

.....

.....

marketing mix

.....

.....

.....

competitor analysis

.....

.....

.....

[6]

- (d)** Discuss how a destination can use marketing and promotion to increase tourist numbers after a pandemic disease.

[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), an advertisement for Island Hoppers tour operator.

(a) (i) Tour operators often use GDS.

State what the initials GDS stand for:

G

D

S

[3]

(ii) Give **one** example of what GDS is used for.

.....

..... [1]

(b) Explain **three** ways a tour operator, such as Island Hoppers, could develop its products to attract more families.

1

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.....

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2

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3

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[6]

(c) Explain the benefits of **each** of the following methods of promotion for tour operators:

trade shows

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.....

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.....

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electronic media

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.....

.....

.....

.....

[6]

(d) Discuss the factors that might affect a tour operator when choosing their pricing policies.

[9]

[Total: 25]

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