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## 0471/22

May/June 2023

**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 Manatees Adventures.

(a) (i) Identify **two** products offered by Manatees Adventures.

1 .....

2 ..... [2]

(ii) Identify **two** ancillary services offered by Manatees Adventures.

1 .....

2 ..... [2]

(b) Explain **three** ways Manatees Adventures can benefit from using social media.

1 .....

.....

.....

.....

2 .....

.....

.....

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3 .....

.....

.....

..... [6]

- (c) A SWOT analysis of Manatees Adventures identified not having a car park and not seeing any animals as weaknesses.

Explain why these are seen as weaknesses:

not having a car park .....

.....

.....

.....

.....

.....

not seeing any animals .....

.....

.....

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.....

[6]

**(d)** Using the AIDA model, evaluate the effectiveness of the advertisement in Fig. 1.1.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about the current state of tourism in Barbados.

(a) (i) State which stage on the product life cycle Barbados should be placed.

..... [1]

(ii) Give **three** characteristics of the stage of the product life cycle you have placed Barbados.

1 .....

.....

2 .....

.....

3 .....

.....

[3]

(b) Explain **one** benefit to the customer of each of the following pricing policies:

special offers .....

.....

.....

.....

competitive pricing .....

.....

.....

.....

price bundling .....

.....

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.....

[6]

- (c) Explain **three** ways tourism organisations use trade promotions to raise awareness of their products and services with other tourism organisations.

1 .....

.....

.....

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2 .....

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.....

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3 .....

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[6]

- (d)** The Barbados Ministry of Tourism has decided to create a new brand image.

Evaluate the importance of using a brand image for destinations such as Barbados.

[9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), an advertisement for business tourism in New York.

(a) (i) Define the term 'business tourism'.

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

(ii) Identify **three** reasons why New York is a suitable destination for business tourists.

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

(b) Explain **three** reasons why business tourism is important to a destination such as New York.

1 .....  
 .....  
 .....  
 .....  
 2 .....  
 .....  
 .....  
 .....  
 3 .....  
 .....  
 .....  
 ..... [6]



(c) Explain **two** ways Tourist Information Centres (TICs) support business tourism.

1 .....

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2 .....

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[6]

**(d)** Evaluate the importance of marketing and promotion to business tourism providers.

[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), a press release for a new type of holiday resort in Kerala.

(a) (i) Define the term 'press release'.

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

(ii) Other than a press release, state **three** types of promotion Kerala might use.

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

(b) Explain **three** factors of location that may be considered when setting up a new resort.

1 .....  
 .....  
 .....  
 .....  
 2 .....  
 .....  
 .....  
 .....  
 3 .....  
 .....  
 .....  
 ..... [6]

- (c) Explain **two** reasons why there needs to be a period of intense marketing for destinations at the introduction stage of the product life cycle.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

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[6]

- (d)** Evaluate the disadvantages of using a range of distribution channels to sell a new tourism product such as Kerala's floating resort.

[9]

[Total: 25]





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