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TRAVEL & TOURISM

0471/23

Paper 2 Managing and Marketing Destinations

May/June 2026

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. Do **not** use correction fluid or tape.
- 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 Figure 1.1 (Insert), information about Tourism Ireland's marketing plan.

(a) Identify **three** target markets that Tourism Ireland's marketing plan is aimed at.

- 1
- 2
- 3 [3]

(b) Explain **two** ways that digital marketing has been included in Tourism Ireland's marketing plan.

- 1 [4]
- 2

(c) Other than digital marketing, describe **two** methods that could be used to advertise Ireland.

- 1 [4]
- 2





[9]

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[Turn over

2 Refer to Figure 2.1 (Insert), information about Oasis Tours and oleotourism.

(a) Identify **three** economic benefits that oleotourism brings to rural areas.

- 1
- 2
- 3 [3]

(b) Explain **two** ways that Oasis Tours can use market segmentation and targeting to encourage tourists all year.

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

(c) Explain **two** pricing policies that would be suitable for oleotourism.

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





[9]

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- 3 Refer to Figure 3.1 (Insert), information about tourism in Jersey and a graph of the reasons why people visit Jersey.

(a) Identify **three** reasons why tourists are likely to visit Jersey.

- 1
2
3 [3]

(b) Explain **two** demographic characteristics that might influence why tourists visit Jersey.

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

(c) Explain **two** market research methods that could be used to monitor visitor experience for improving future marketing strategies.

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





(d) Discuss how seasonal variations can affect the number of tourists who visit destinations.

[9]

[Total: 20]





4 Refer to Figure 4.1 (Insert), information about the use of technology by the Peninsular Hotel Group.

(a) Identify **three** types of technology being used in a Peninsular Hotel.

- 1
- 2
- 3 [3]

(b) Explain **two** disadvantages to tourists of using online travel agents.

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

(c) Describe **two** technologies that are likely to be used to improve environmental sustainability.

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





(d) Discuss the role of technology in the growth and development of travel and tourism organisations.

[9]

[Total: 20]









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