

CANDIDATE
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TRAVEL AND TOURISM

0471/02

Alternative to Coursework

May/June 2015

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **13** printed pages and **3** blank pages and **1** insert.

Question 1

Refer to Fig. 1 (Insert), a situation analysis of tourism carried out by the Greek National Tourism Organisation (GNTO) in the Ionian Islands, a region of Greece.

- (a) Using the statement numbers from Fig. 1 (Insert), complete the PEST Analysis table below, choosing only **one** statement under each heading.

Political	Economic
Social	Technological

[4]

- (b) Describe **three** characteristics of the growth stage of the product life cycle.

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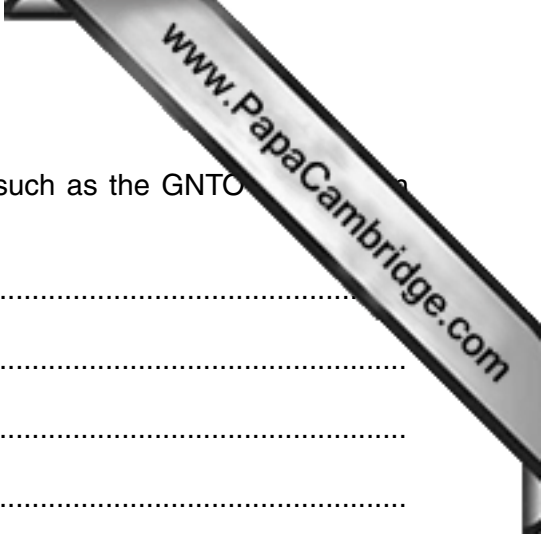
3

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[6]



(c) State **two** types of market research used by organisations such as the GNTC and explain why **each** type may be used.

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- (d) Discuss the suitability of Global Distribution Systems (GDS) as a distribution system for tourism providers in destinations such as the Ionian Islands in Greece.

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[Total: 25]



Question 2

Refer to Fig. 2 (Insert), an advertisement for a visitor attraction in Mexico, a country in North America.

(a) Using Fig. 2 (Insert) identify the following:

(i) **one** product and **one** service which are offered at the new visitor attraction

Product

Service [2]

(ii) **two** pricing policies used in this advertisement

1

2 [2]

(b) Explain briefly **three** reasons why marketing and promotion are important for an organisation, such as the Buenos Theme Park, when introducing a product.

1

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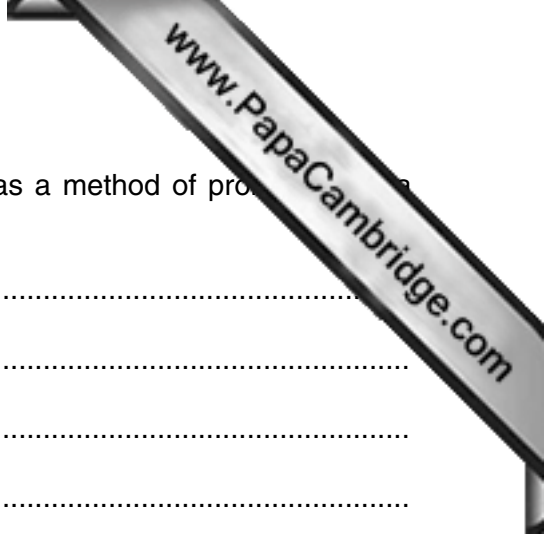
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(c) Explain fully **two** reasons why advertising may be chosen as a method of promoting visitor attraction, such as the new theme park in Mexico.

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Question 3

Refer to Fig. 3 (Insert), a press release from Single Star, a specialist tour operator.

(a) Using Fig. 3 (Insert) identify the following:

(i) **two** examples of when single tourists often pay higher prices for a tourism product

1

2 [2]

(ii) **two** examples of market segments within the single tourist market

1

2 [2]

(b) Explain briefly **three** advantages to tour operators, such as Single Star, of specialising in one target market.

1

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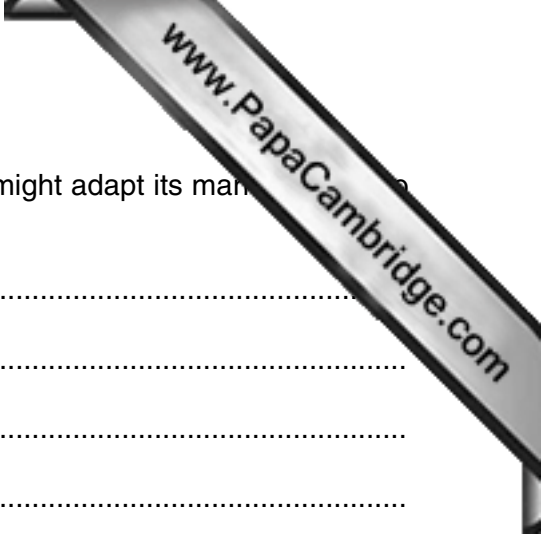
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(d) Discuss how a specialist tour operator, such as Single Star, might adapt its management strategy to enter the market.

..... [9]

[Total: 25]



Question 4

Refer to Fig. 4 (Insert), a 2014 marketing campaign for VisitScotland, Scotland’s national tourist board.

(a) Using Fig. 4 (Insert) identify the following:

(i) **two** international sports tourism events held in Scotland in 2014

1

2 [2]

(ii) **two** methods of transport that international visitors may use to travel to Scotland

1

2 [2]

(b) Identify **three** different types of itinerary available as part of the Homecoming Scotland marketing campaign and **briefly** explain the likely appeal of each itinerary to different visitor types.

1

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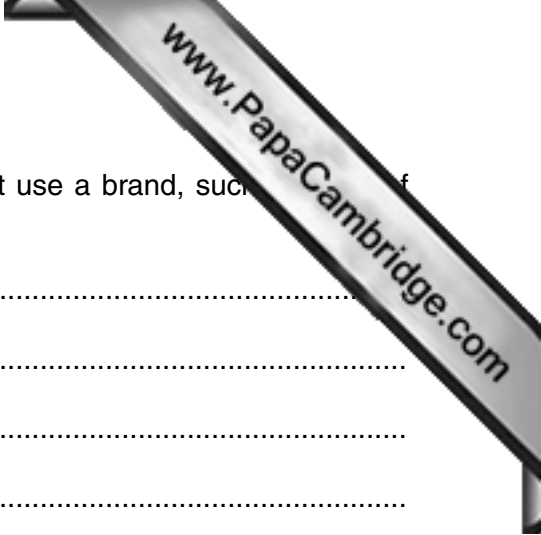
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(c) Explain fully **two** reasons why a national tourist board might use a brand, such as 'Homecoming', as part of its marketing campaign.

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(d) Discuss the ways in which the product/service mix of a 5* hotel may meet the needs of a break tourist.

..... [9]

[Total: 25]

15
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