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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.

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**[Turn over**

**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 .....

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[4]

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

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[4]

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**(d)** Discuss the ways external factors influence Tourism Ireland's marketing plan.

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

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

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[3]

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

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

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**(d)** Discuss the benefits oleotourism brings to local communities.

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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.

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[3]

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

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

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

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**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 .....

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[3]

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

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

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

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