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TRAVEL & TOURISM

0471/22

Paper 2 Managing and Marketing Destinations

May/June 2025

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 or correction fluid.
- 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 Fig. 1.1 (Insert), information about Best Cost Airlines (BCA).

(a) State **three** methods of secondary market research.

1

2

3

[3]

(b) Explain **two** benefits to BCA of attracting business passengers.

1

.....

.....

2

.....

.....

[4]

(c) Explain the benefits of the following methods of market research:

questionnaires

.....

.....

focus groups

.....

.....

[4]





[9]

[Total: 20]





2 Refer to Fig. 2.1 (Insert), an advertisement for Intercity Coaches.

(a) Suggest **three** reasons why travel and tourism organisations use promotional campaigns.

1

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2

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3

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[3]

(b) Explain **two** elements of a tourism promotional campaign.

1

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2

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.....

[4]

(c) Explain **two** ways Intercity Coaches can use social media to promote its new campaign.

1

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.....

2

.....

.....

[4]





(d) Evaluate the effectiveness of Intercity Coaches' promotional campaign ideas.

[9]

[Total: 20]





3 Refer to Fig. 3.1 (Insert), the Responsible Tourism Charter for Cape Town, South Africa.

(a) State **three** ways tourists to Cape Town can be responsible.

1

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2

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3

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[3]

(b) Explain **two** ways winning awards creates competitive advantage.

1

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2

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[4]

(c) Explain **two** benefits to Cape Town of having a Responsible Tourism Charter.

1

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2

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.....

.....

[4]





[9]

[Total: 20]





4 Refer to Fig. 4.1 (Insert), information about Tourist Information Centres (TICs) in Vietnam.

(a) Identify **three** products provided by Ho Chi Minh City TIC.

1

2

3

[3]

(b) Describe **two** methods of promotion used by TICs to reach their target audience.

1

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2

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[4]

(c) Explain **two** factors to consider when deciding the location for a TIC.

1

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2

.....

.....

[4]





[9]

[Total: 20]



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10

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