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## TRAVEL & TOURISM

0471/22

## 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 Guernsey's marketing campaign.

(a) (i) Define the term 'marketing campaign'.

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

(ii) Identify **two** marketing methods used by the campaign 'Find your Island feeling'.

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

(b) Explain **two** benefits of using journalists to showcase Guernsey's attractions.

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

(c) Explain **two** reasons for selecting a target market when creating a marketing campaign.

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





**(d)** Discuss how Guernsey could measure the success of their marketing campaign.

[9]

[Total: 20]



2 Refer to Figure 2.1 (Insert), information about the promotion of tourism in Finland.

(a) Identify **three** responsibilities of regional tourism organisations.

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

(b) Explain **two** reasons why sharing customer experiences is important for tourism organisations.

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

(c) Explain **two** reasons why a good brand image is important for tourism organisations.

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





[9]



3 Refer to Figure 3.1 (Insert), a press release about Saudi Arabia's new resort, Trojena.

(a) Identify **three** winter activities at Trojena.

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

(b) Explain **two** demographic factors that could be used to identify a target market.

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

(c) Explain **two** factors likely to influence demand at tourist destinations.

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





**(d)** Discuss the importance of market segmentation to tourism organisations.

[9]

[Total: 20]



4 Refer to Figure 4.1 (Insert), information about wellbeing tourism.

(a) Identify **three** benefits of wellbeing tourism.

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

(b) Explain **two** products hotels could include in their packages to increase the demand from wellbeing tourists.

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

(c) Explain **two** negative economic impacts faced by special interest resorts.

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





**(d)** Discuss how social media can be used to promote special interest resorts.

[9]

[Total: 20]









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