Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

0643791554

TRAVEL & TOURISM **7096/22**

Paper 2 Managing and Marketing Destinations **October/November 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.

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1 Refer to Fig. 1.1 (Insert), a press release for Yoga Holidays.

(a) (i) Define the term 'public relations'.

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..... [1]

(ii) State **two** types of public relations.

1 .....

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2 .....

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[2]

(b) Describe **two** market analysis tools Yoga Holidays is likely to have used before adding Bali as a new destination.

1 .....

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2 .....

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[4]

(c) Explain **two** ways Yoga Holidays can support social enterprise development.

1 .....

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[4]

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(d) Discuss the impact the press release is likely to have on customer numbers for Yoga Holidays.

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2 Refer to Fig. 2.1 (Insert), information about Dubrovnik, Croatia as a MICE destination.

(a) Complete the meaning of the remaining MICE letters.

Meetings

I .....

C .....

E .....

[3]

(b) Explain **two** factors of location which make Dubrovnik a good destination for MICE tourism.

1 .....

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[4]

(c) Explain **two** ways Dubrovnik can increase demand for MICE tourism after a pandemic.

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(d) Discuss how having a good reputation as a MICE destination impacts the marketing of Dubrovnik.

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3 Refer to Fig. 3.1 (Insert), an advertisement for Costa Rica Family Holidays.

(a) State **three** types of tourists likely to book the holiday advertised in Fig. 3.1.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** ways Egress Travel can use marketing to overcome perishability.

1 .....

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[4]

(c) Explain **two** advantages to Egress Travel of using a travel agent to sell its holidays.

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(d) Discuss the factors that affect the final price a customer is charged by Egress Travel for its package holidays.

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4 Refer to Fig. 4.1 (Insert), information about the 'Feel SABAH, North Borneo' marketing campaign.

(a) Identify **three** elements of the 'Feel SABAH, North Borneo' destination brand.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** likely reasons why the STB carried out a situation analysis.

1 .....

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2 .....

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[4]

(c) Explain **two** reasons why tourism organisations may have to rebrand when a new competitor enters the market.

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(d) Discuss the advantages to STB of launching its marketing campaign at a travel trade show.

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