

Cambridge IGCSE™

TRAVEL & TOURISM**0471/22**

Paper 2 Managing and Marketing Destinations

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2 hours

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has **4** pages. Any blank pages are indicated.

Figure 1.1 for Question 1

Guernsey's Tourist Marketing Campaign

Guernsey is a small island located in the English Channel. The tourism industry is very important to Guernsey's economy.

Guernsey has a new marketing campaign 'Find your Island feeling', which aims to present Guernsey as a unique destination where visitors can create memorable experiences in beautiful settings. The campaign is targeted at wealthy couples aged 35–65. The marketing efforts are designed to appeal to these customers by focusing on their interests such as food and drink, natural beauty, wellness and cultural heritage.

The marketing campaign includes a mix of digital, social media, print media and targeted TV advertisements. The 'Visit Guernsey' website will also play a crucial role in this campaign using short videos focusing on wellness and outdoor activities.

A large part of the campaign involves using journalists to showcase Guernsey's attractions in high-profile publications to raise awareness about the island among the target market.

Figure 2.1 for Question 2

Visit Finland

Tourism in Finland has grown more than any other sector of the country's economy.

'Visit Finland' is the country's national tourism organisation, which has a mission to promote Finland's international appeal.

The different marketing campaigns of 'Visit Finland' have benefited from the efforts of regional tourism organisations. There are over 70 regional tourism organisations operating in Finland who are responsible for promoting tourism within their own areas. This includes marketing, sales promotion, customer contact and operating tourist information centres.

The regional tourism organisations have a good reputation, which helps to attract tourists. They use digital channels for information, promoting unique attractions and sharing tourist experiences.

Figure 3.1 for Question 3

PRESS RELEASE

Saudi Arabia launches Trojena ski resort, the latest ambitious project in the Neom megacity.

The project, which is due to be completed by December 2026, will offer year-round entertainment in a world class destination with natural and built landscapes.

During the winter months there will be a chance to ski down the 36 kilometres of slopes. The resort also offers a range of other activities such as snowshoeing, snowmobile rides and ice skating. During the summer months people will be able to enjoy the artificial lake and all kinds of water sports in Trojena which is much cooler than other Saudi cities.

Figure 4.1 for Question 4

Wellbeing Tourism

Wellbeing tourism involves a wide range of experiences, for example, spa treatments, yoga retreats, meditation sessions and healthy-eating programs. The main features are:

- wellbeing tourism focuses on the wellness of individuals, aiming to promote healthy lifestyles through various activities
- wellbeing tourism experiences vary significantly based on cultural practices and local traditions
- wellbeing travellers can be grouped into primary wellbeing travellers who are those whose trips are primarily motivated by wellbeing and secondary wellbeing travellers, those who seek to maintain their wellbeing routines while travelling for leisure or business.

Engaging in wellbeing tourism offers numerous benefits:

- improving fitness levels
- reducing stress and promoting relaxation
- travellers immersing themselves in different cultures through unique wellbeing practices.

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