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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 [4]
- 2

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

- 1 [4]
- 2



[9]

[Total: 20]



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









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