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

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

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

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

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



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

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

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

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

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

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

- 1 [4]
- 2 [4]





[9]

[Total: 20]



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