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TRAVEL & TOURISM

0471/22

Paper 2 Managing and Marketing Destinations

February/March 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 whale watching and snorkelling in Tonga.

(a) State **three** ways that an increase in whale watching and snorkelling tours could harm the environment of Tonga.

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

(b) Explain **two** ways the Ministry of Tourism in Tonga can minimise the negative environmental impacts of whale-based tourism.

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

(c) Explain **two** reasons for the importance to tourism organisations of marketing.

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





(d) Discuss how tour operators for whale watching and snorkelling might adapt their marketing mix to enter the market.

[9]

[Total: 20]

2 Refer to Figure 2.1 (Insert), an advertisement for New Horizons.

(a) Suggest **three** target markets for New Horizons.

- 1
- 2
- 3 [3]

(b) New Horizons is at the introduction stage of the product life cycle.

Describe **two** characteristics of the introduction stage of the product life cycle.

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

(c) Explain **two** ways New Horizons is supporting social enterprise development.

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





(d) Discuss the advantages and disadvantages of New Horizons using variable pricing for its tours.

[9]

[Total: 20]



3 Refer to Figure 3.1 (Insert), information about the increase in adventure holidays.

(a) Suggest **three** methods of market research used to produce the information about adventure holidays.

- 1
- 2
- 3 [3]

(b) Explain **two** reasons why it is important for travel and tourism organisations to carry out market research.

- 1 [4]
- 2

(c) Explain **two** ways adventure tourism organisations could adapt their product/service mix to appeal to families with young children.

- 1 [4]
- 2





(d) Discuss how tourism organisations have managed the social factors affecting tourism demand.

[9]

[Total: 20]



4 Refer to Figure 4.1 (Insert), information about the latest campaign of Qatar Tourism (QT).

(a) Identify **three** methods of promotion used by QT.

- 1
- 2
- 3 [3]

(b) Explain **two** benefits to destinations of marketing campaigns.

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

(c) Explain **two** benefits to hotels of targeting a particular market segment.

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





(d) Discuss the advantages to QT of using digital media to promote its campaigns.

[9]

[Total: 20]









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