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TRAVEL & TOURISM**0471/22**

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.

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

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

.....
..... [1]

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

1
.....
2
..... [2]

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

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

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

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





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

[9]

[Total: 20]



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

.....

.....

.....

2

.....

.....

.....

[4]

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

1

.....

.....

.....

2

.....

.....

.....

[4]





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

[9]

[Total: 20]





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 [4]
- 2 [4]

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

- 1 [4]
- 2 [4]





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

[9]

[Total: 20]



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

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

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





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

[9]

[Total: 20]









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