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Cambridge Assessment International Education

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CANDIDATE NAME

CENTRE NUMBER

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4220084269 8

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.

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[Turn over

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 .....

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2 .....

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[4]

(c) Explain the benefits of the following methods of market research:

questionnaires .....

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focus groups .....

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[4]

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(d) Discuss how BCA can use different pricing policies to attract more customers.

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2 Refer to Fig. 2.1 (Insert), an advertisement for Intercity Coaches.

(a) Suggest **three** reasons why travel and tourism organisations use promotional campaigns.

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[3]

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

1 .....

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[4]

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

1 .....

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(d) Evaluate the effectiveness of Intercity Coaches' promotional campaign ideas.

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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.

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[3]

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

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

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(d) Discuss the importance of involving local people in the management of tourism.

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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 .....

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[3]

(b) Describe **two** methods of promotion used by TICs to reach their target audience.

1 .....

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

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(d) Discuss the benefits of TICs using a virtual assistant.

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