



Cambridge IGCSE™

CANDIDATE
NAME

ambition.com



CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

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]





PapaCambridge
papacambridge.com

[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



This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are several faint, diagonal watermarks visible, which appear to say "PapaCambridge.com". In the bottom right corner, there is a small black box containing the number "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.

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

[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





PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

[9]

[9]

[Total: 20]





PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com





PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com



The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (Cambridge University Press & Assessment) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in our Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.

