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Cambridge Assessment International Education

# Cambridge O Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

*0643791554*

**TRAVEL & TOURISM** **7096/22**

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.


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**[Turn over**

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**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 .....

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2 .....

..... [2]

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

1 .....

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2 .....

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

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

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**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 .....

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[4]

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

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

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[Total: 20]

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**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 .....

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

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

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**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 .....

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[4]

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

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

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