CAMBRIDGE
International Education

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TRAVEL & TOURISM **0471/22**

Paper 2 Managing and Marketing Destinations **May/June 2026**

MARK SCHEME

Maximum Mark: 80

Published

This mark scheme contains the instructions and marking guidance that our examiners used to mark candidate responses for this component.

Before they start marking, examiners complete a standardisation process. They review a range of candidate responses and discuss the mark scheme in detail to agree which answers can and cannot be accepted. Examiners award marks where it is clear that candidate responses have met the requirements of the mark scheme. These requirements may vary between different components or different versions of the same component, depending on the exact requirements of the question and the candidate responses seen during the standardisation process.

Sometimes, our mark schemes may allow marks to be awarded to responses which contain elements that are factually incorrect or for content not covered by the syllabus. We do this in response to the demands of a specific question to support candidates and make sure that our assessments are fair. However, these allowances should not be used as a guide for teaching and learning.

We cannot discuss the mark scheme with schools, and we recommend that schools read the mark scheme together with the assessment material and the Principal Examiner Report for Teachers.

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[Turn over

General marking principles

All examiners must apply these marking principles when marking candidate responses.

1	Examiners must award marks for each response in line with: • the specific **content** defined in the mark scheme • the specific **skills** defined in the mark scheme or in the level descriptions • the **standard of response** required as exemplified by the standardisation scripts.
2	Examiners must award **whole marks** (not half marks, or other fractions).
3	Examiners must award marks **positively**. This means that: • marks are not deducted for errors or omissions • marks are awarded for correct/valid answers as defined in the mark scheme and also for **other valid answers** which go beyond the scope of the syllabus and mark scheme referring to your team leader as appropriate • the quality of spelling, punctuation and grammar are judged **only** when the mark scheme indicates that these features are **specifically assessed** in the question. However, the meaning of all responses must be unambiguous.
4	Examiners must **consistently** apply the requirements of the mark scheme and any rules for what to do when candidates have not followed instructions correctly.
5	Examiners must use the **full range of marks** defined in the mark scheme, unless limited by the quality of the candidate responses seen.
6	Examiners must award marks according to the mark scheme and **must not** award marks with grade thresholds or grade descriptions in mind.

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Social Sciences-Specific Marking Principles
(for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
b DO credit alternative answers/examples which are not written in the mark scheme if they are correct
c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).
d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. corrasion/corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

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4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

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Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
	Benefit of doubt given
	Content of response too vague
	Not answered question
	Repetition
	Page or response seen by examiner
	Blank page
	Knowledge
	Application
	Analysis
	Evaluation

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Assessment objectives

AO1 Knowledge and understanding
Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application
Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis
Analyse travel and tourism issues and show an understanding of the possible impacts of those issues on travel and tourism.

AO4 Evaluation
Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

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Table A

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks	Marks
	Description	**Description**	**Description**	
3	The response contains a range of explained valid points. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks	**3**
2	The response contains some explained valid points. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks	**2**
1	The response is likely to be a list of valid points with little or no explanation. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark	**1**
0	No creditable response.	No creditable response.	No creditable response.	**0**

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Table B

Level	AO2 Application 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks	Marks
	Description	**Description**	**Description**	
3	Includes an explanation of why more than two points mentioned are relevant/suitable to the context of the question. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks	**3**
2	Includes an explanation of why two points mentioned are relevant/suitable to the context of the question. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks	**2**
1	One point has an explanation of why it is relevant/suitable to the context of the question. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark	**1**
0	No creditable response.	No creditable response.	No creditable response.	**0**

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Question	Answer	Marks
1(a)(i)	**Define the term 'marketing campaign'.** Award one mark for the correct definition. • Marketing campaigns are product promotion projects that are time limited (1) • A series of coordinated activities designed to help market a product (1) Accept these answers only.	**1**
1(a)(ii)	**Identify <u>two</u> marketing methods used by the campaign 'Find your Island feeling'.** Award one mark for each correct marketing method identified. • Digital/social media (1) • Print media (1) • TV advertisements (1) • Short videos (1) Accept these answers only.	**2**
1(b)	**Explain <u>two</u> benefits of using journalists to showcase Guernsey's attractions.** Award one mark for the correct identification of a benefit and a further mark for the correct explanation of each benefit. • Journalists can describe the attractions in detail/add pictures (1) captivate potential visitors/inspire tourists to visit destination/increase sales (1) • Journalists work across various media platforms (1) increases awareness/builds brand image (1) • Journalists report accurately (1) potential visitors tend to trust journalists/good reputation (1) • Generates media coverage (1) leads to increased visibility (1) • Reaches a wide audience (1) targets the correct market segment (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
1(c)	**Explain <u>two</u> reasons for selecting a target market when creating a marketing campaign.** Award one mark for the correct identification of a reason and a further one mark for the explanation of each reason. • Organisations can allocate resources more efficiently (1) saves spending on advertising to a wide audience (1) • Marketing/advertising is targeted to a specific audience creating a connection (1) leads to better customer awareness/satisfaction (1) • Gains a competitive advantage (1) offer tailored solutions that meet the specific customer's needs (1) • Can lead to longer term business (1) builds customer loyalty/repeat business/word of mouth referrals (1) • Helps to set a suitable price (1) leads to more revenue/sales/profits (1) • Shows they understand the customers' needs and wants (1) attracting more visitors (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
1(d)	**Discuss how Guernsey could measure the success of their marketing campaign.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO2 Application** • Visit Guernsey must have measurable objectives such as brand awareness, boosting sales, event attendance, website usage, social media engagement. • Visit Guernsey could use market research, such as surveys to collect customer feedback before and after the campaign. They could focus on how the tourists heard about Guernsey. • Secondary research data/sales data is a direct indicator of marketing success so sales data from the marketing campaign can be analysed, and the information gained used effectively. • Monitor using social media which will gather real-time feedback from audiences. This allows marketers to assess how their campaign is being received as it unfolds. • Visit Guernsey could compare their performance against those of competitors. By analysing competitors' campaigns, they can identify industry standards and best practices. They would be able to identify strengths and weaknesses. • Measure the profit made against the total cost of the campaign. An increase in sales and profit would show that the campaign has been successful. **AO3 Analysis** • By Visit Guernsey having clear goals they are then able to monitor whether these targets were met and a profit made. • Customer feedback provides insight into what potential tourists value most in their travel experiences. It serves as a tool to improve services and marketing strategies. • Visit Guernsey can gain a better understanding of what their target audience want by seeing which products or destinations sold well during the campaign. • Visit Guernsey would be able to track audience comments such as likes, mentions and shares related to the campaign and can identify what matches with their audience and what does not. • Visit Guernsey would be able to monitor their own strengths and weaknesses relative to their competitors through competitor analysis. By evaluating what works well for others.	**9**

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Question	Answer	Marks
1(d)	**AO4 Evaluation** • If targets/objectives are not met, Visit Guernsey can go through the processes in their campaign to see where it went wrong and implement corrective measures. • Feedback from marketing campaigns will allow Visit Guernsey to look at how effective their message and promotional methods have been in order to refine their marketing strategies in the future. • Visit Guernsey can gauge the level of interest and engagement their campaign generates by analysing these interactions. High engagement rates show that the target audience agrees with and low rates indicate a need for revaluation of the campaign strategy. • Identifying areas where competitors may be underperforming provides opportunities to capitalise on these gaps. • Competitor comparison helps in understanding broader market trends and consumer preferences. Competitors adapting their marketing strategies in response to changing market conditions or consumer behaviour they can stay ahead of trends and adjust their campaigns accordingly. • Visit Guernsey could improve on their own strengths or weaknesses, or they could identify areas where competitors may be underperforming which provides opportunities to capitalise on those gaps.	

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Question	Answer	Marks
2(a)	**Identify <u>three</u> responsibilities of regional tourism organisations.** Award one mark for each correct responsibility identified. • Promoting tourism (1) • Sales promotion (1) • Customer contact (1) • Operating tourist information centres (1) • Marketing (1) Accept these answers only.	**3**
2(b)	**Explain <u>two</u> reasons why sharing customer experiences is important for tourism organisations.** Award one mark the correct reason identified and a further one mark for the correct explanation of the reason. • Creates a sense of trust among potential customers (1) shows that the organisation is reliable and committed to quality service (1) • Creates customer loyalty (1) customers feel valued (1) • Provides feedback for organisations (1) can identify areas that need improvement/can be used for future promotions (1) • Different to competitors/competitive advantage (1) allows potential customers to see what sets the organisation apart from others/increased market share (1) • Creates a good brand image/reputation/helps in promotion (1) leading to increased customers/sales/profit (1) Credit all valid reasoning in context.	**4**
2(c)	**Explain <u>two</u> reasons why a good brand image is important for tourism organisations.** Award one mark for each correct reason identified and a further one mark for the correct explanation of each reason. • Can ask higher prices (1) customers pay more for brands they perceive as high quality or reputable (1) • Organisations stand out from their competitors/competitive advantage (1) it shows what makes it unique which attracts customers/increases sales (1) • Builds recognition/reputation/trust (1) potential customers are more likely to choose this organisation (1) • Increases customer loyalty (1) customers connect with the brand leading to repeat visits/recommend it to others (1) • Staff have pride in their organisation/want to work for them (1) give better customer service/satisfaction (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
2(d)	**Discuss how marketing campaigns could be used to improve customer retention.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate response. AO1 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and understanding** • Keep customers returning to the destination/repeat visitors/become loyal customers. • Marketing campaigns could be done by making the marketing methods more personal based on their likes and purchase history. • Campaigns could offer loyalty schemes, loyalty programs or customer loyalty programs, which are designed to encourage customers to continue to shop at or use the services of an organisation. Such as points-based systems, tiered rewards, and exclusive member benefits. • Campaigns can build relationships through regular communication allowing tourism organisations to consistently engage with their customers, through newsletters, personalised emails, social media or targeted promotions. **AO3 Analysis** • Personalisation can increase customer retention by creating a more engaging and relevant experience for travellers. This tailored approach not only makes customers feel valued but also increases their satisfaction with the services provided. • Loyalty schemes provide customers with incentives such as points for every purchase made which can later be redeemed for discounts, free services, or exclusive experiences. They also collect data on customers so that they can offer products and services to meet their needs which leads to customer satisfaction. • When customers are kept informed about what to expect, updates on new services and special offers, they are more likely to feel happy to book with a particular organisation. Having travel guides or local insights helps to make the organisation authority in its field and encourage customers to return for future trips.	**9**

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Question	Answer	Marks
2(d)	**AO4 Evaluation** • This encourages customers to choose a particular tourism organisation over competitors by fostering a sense of belonging and rewarding repeat business. • Personalising helps organisations benefit from stronger relationships with their customers. When customers feel valued and recognised as part of an exclusive group, they are more likely to remain loyal to that brand. • By organisations seeking input through surveys or direct messages demonstrates that they value customer opinions. This helps improve services and makes customers feel heard and involved. When customers see that their suggestions lead to tangible changes or improvements, their loyalty is likely to increase.	
3(a)	**Identify <u>three</u> winter activities at Trojena.** Award one mark for each correct activity given. • Skiing (1) • Snowshoeing (1) • Snowmobile rides (1) • Ice Skating (1) Accept these answers only.	**3**
3(b)	**Explain <u>two</u> demographic factors that could be used to identify a target market.** Award one mark for the correct identification of a factor and a further mark for the explanation of the factor. • Gender (1) can influence travel choices as women may prioritise safety/cultural experiences, men may choose adventure (1) • Age (1) can influence how bookings are made, social media for younger travellers or direct booking for older/different type of product (1) • Ethnicity (1) cultural backgrounds can influence choice; people may choose destinations that reflect their heritage such as festivals and cuisine (1) • Levels of disposable income (1) with more disposable income likely to choose luxury travel as opposed to budget travel/helps set up suitable pricing strategy (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
3(c)	**Explain <u>two</u> factors likely to influence demand at tourist destinations.** Award one mark for the correct identification of a factor and a further one mark for the explanation of each factor. • Amount of disposable income (1) more disposable income would result in more demand from tourists for holidays (1) • Political stability/unrest/wars/terrorists (1) if a country is unstable tourist demand will be lower (1) • High crime rate/unsafe reputation (1) if a country is seen as dangerous people won't want to go (1) • Environmental/extreme weather/natural disasters (1) likely to reduce the demand for tourism (1) • Risk of disease (1) if a country has been reported as having an outbreak of a disease, demand for tourism will be lower (1) • Trends/sustainability (1) current trends can increase demand/can attract/not attract ecotourists/responsible tourists (1) • Accessibility/transport infrastructure (1) more tourists will be attracted if they can easily reach the destination (1) • Availability of attractions/activities/products/services (1) more on offer will increase demand (1) • Seasonality (1) more tourists during peak season/less tourists during off peak (1) • Technology developments (1) the ability to make online bookings/growth of social media (1) Credit all valid reasoning in context	**4**

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Question	Answer	Marks
3(d)	**Discuss the importance of market segmentation to tourism organisations.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate response. AO1 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and Understanding** • Demographic factors (age, gender, income) • Geographic factors (location) • Psychographic factors (lifestyle, values) • Social/behavioural factors (travel habits, preferences). • Market segmentation is dividing a broad organisation into groups based on shared characteristics. The importance of market segmentation in tourism organisations is being able find the specific needs and desires of different groups. • Tourism organisations can focus their marketing efforts on a specific market segment. This allows the organisation to create more effective marketing campaigns which corresponds with specific audiences. • Tourism organisations can improve their resource allocation. Instead of spreading marketing efforts thinly across a broad audience, companies can focus on high-potential segments where they are likely to see the best returns on investment. • Effective market segmentation and targeting can give an organisation a competitive advantage amongst the many other organisations. Organisations can differentiate themselves from competitors who may not be targeting a specialised audience. Note: if a list of the different market segments are given without any further explanation then **one mark** can be awarded. **AO3 Analysis** • Tourism organisations can tailor what is offered to meet the demands of each group. Family-oriented resorts may focus on amenities that cater to children, while luxury travel agencies might emphasise exclusive experiences for affluent travellers. • By tailoring messages and promotions to specific segments make tourism organisations stand out and customer numbers can be improved. • Understanding which segments are most valuable and most likely to convert to customers, enables tourism organisations to allocate their resources and budget more efficiently. • Organisations can find gaps in the market or find new emerging trends among specific segments allowing them to create different offerings than their competitors.	**9**

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Question	Answer	Marks
3(d)	**AO4 Evaluation** • Offering products and services that are customised to meet the expectations of different segments can lead to increased customer satisfaction. These customers are more likely to return in the future and recommend the organisation to others leading to increased loyalty. • By identifying profitable segments and tailoring their offerings accordingly can lead to increased revenue. Specialised packages or promotions that appeal directly to specific groups/businesses can gain more sales and improve profitability. • This means investing in channels that yield the highest return on investment rather than spreading resources thinly across all potential markets. For example, if a tourism organisation identifies a growing trend among eco-conscious travellers, it can direct its marketing efforts towards sustainable travel options and partnerships with eco-friendly accommodations. • Competitive differentiation not only attracts customers, but it also builds brand reputation. By understanding their target audience better than others do, organisations can position themselves uniquely in the marketplace.	
4(a)	**Identify <u>three</u> benefits of wellbeing tourism.** Award one mark for each correct benefit identified. • Improve fitness levels (1) • Reduces stress (1) • Promotes relaxation (1) • Immerse themselves in different cultures (1) Accept these answers only.	**3**
4(b)	**Explain <u>two</u> products hotels could include in their packages to increase the demand from wellbeing tourists.** Award one mark for the correct identification of each product and a further one mark for the explanation of each product. • Hotel spa/relaxation spaces/meditation sessions/pillow menus (1) entice tourists who are seeking relaxation and stress relief (1) • Fitness centres (1) tourists who want to maintain their fitness routines while travelling will choose these hotels (1) • Hotels organise wellbeing activities/programmes/yoga (1) encourages tourists to visit the hotel as they can take part during their stay (1) • Healthy dining options (1) wellbeing tourists will choose hotels that offer healthy meal options (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
4(c)	**Explain <u>two</u> negative economic impacts faced by special interest resorts.** Award one mark for the correct identification of each negative impact and a further one mark for the explanation of each. • Inflation (1) shop prices and the cost of living increase due to the increase in demand by special interest tourists (1) • Seasonal employment (1) forces resorts to lose staff/creates instability in revenue which puts a strain on operational costs/planning (1) • Import leakage (1) specialist goods are often imported which costs money that is lost, or leaked (1) • Export leakage (1) special interest resorts can be foreign owned which leads to any profits being exported from the destination country (1) • Opportunity costs (1) governments can spend money on infrastructure for the special interest tourists meaning opportunity to build new schools/hospitals is lost (1) • Over-dependence (1) resorts can often depend on the income from special interest tourists which will be lost if less tourists visit (1) • Less income/sales/profit/revenue (1) fewer tourists/smaller target market/niche market (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
4(d)	**Discuss how social media can be used to promote special interest resorts.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO2 Application** • Resorts can use influencers as they are viewed as more authentic and credible than traditional advertisements. • Resorts can engage directly with customers in real time which is an effective strategy for promoting a special interest resort. • Social media platforms allow resorts to use targeted hashtags and location-based features to reach specific demographics. • Encouraging user-generated content, where guests share their own experiences, acts as powerful social proof that influences the travel decisions of prospective visitors. • Resorts should make sure their content on social media is visually appealing and informative which should include visuals, images and videos showcasing the resort's unique features (e.g., scenic views, activities offered). • Forming partnerships with local businesses or tourism boards can increase visibility efforts on social media. • Time limited discount codes that are only accessible to followers of the resort's official pages could be used. **AO3 Analysis** • Identifying the interests, and online behaviour, of potential visitors means resorts can tailor what they offer to match with their interests and preferences. • Special interest tourist resorts should focus on creating high-quality and engaging content that aligns with their target audience. Visuals and storytelling that highlight different experiences can capture attention more effectively than general promotional material. • Answering questions, responding to reviews and participating in relevant online conversations can build trust and enhance the resort's reputation. • Paid advertisements can promote special offers, events or new amenities at the resort. There can be advertisements, events and updates. • Joint campaigns that highlight both organisations can attract a wider audience. For instance, a wellbeing retreat might partner with local yoga studios or health food brands to create joint promotions or events advertised through social media channels. • This creates a member only offer that encourages potential guests to follow the resort for future deals.	**9**

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Question	Answer	Marks
4(d)	**AO4 Evaluation** • Different social media platforms attract different demographics. Knowing where the target audience spends their time online helps resorts to focus their efforts on the most effective channels. • The targeted approach increases engagement rates on social media platforms. Some platforms are particularly effective for visual storytelling, encouraging guests to share their experiences through photos and reviews creates authentic content. • Social media advertisements allow for detailed targeting options to reach users who have previously engaged with the resort's content. Some promotions are sponsored and show visually appealing aspects of the resort while reaching a broader audience. • This approach not only broadens reach but also enhances credibility; when potential visitors see multiple reputable brands endorsing a resort, they are more likely to view it as trustworthy and appealing.	

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