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TRAVEL & TOURISM **0471/21**

Paper 2 Managing and Marketing Destinations **May/June 2024**

INSERT **2 hours**

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INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages. Any blank pages are indicated.

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Fig. 1.1 for Question 1

PESTLE analysis of Türkiye

1 Increase in foreign investment which has led to improved infrastructure

2 Open trade between European Union (EU) countries

3 Famous for its unique lifestyle and trends

4 Marine and air pollution

5 Equal treatment of all people, both host population and tourists

6 Development of information technology resulting in more internet users

7 Many annual events and festivals, both national and religious

8 Government supports tourism industries by providing money for research

9 Seasonality: beach holidays are popular during May-September; city breaks are popular throughout the year

10 Action has been taken to reduce the effects of deforestation

11 Terror attacks targeting international tourists

12 Tourist expenditure is high as Türkiye is famous for its shopping

Fig. 2.1 for Question 2

Mount Kilimanjaro National Park

Mount Kilimanjaro National Park is a UNESCO World Heritage Site in Tanzania, Africa. Mount Kilimanjaro is the largest freestanding volcanic mass in the world.

When you visit the National Park you can see:
- lots of different wildlife, including elephants, leopards and buffaloes
- the rainforest that surrounds the mountain
- the crater lake, Lake Chala, on the eastern side of Mount Kilimanjaro.

There is also lots for you to do at the Park:
- climb Mount Kilimanjaro, the highest mountain in Africa
- bird watching
- bike trekking
- walking safaris.

When visiting you can stay in either a lodge or a hostel. There is also a shop for essentials and souvenirs.

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Fig. 3.1 for Question 3

Visit Colombo – Sri Lanka

Tourism is currently increasing in Sri Lanka. In Sri Lanka's largest city, Colombo, visitors will find historic buildings, museums and the Gangaramaya Buddhist Temple. Tourists can visit the beautiful Galle Face Green beaches. Sri Lanka is famous for its tasty street food, such as the Sri Lankan hopper, local wood apples and an assortment of roti. Outside Colombo there are tea plantations, national parks and the Pinnawala Elephant Orphanage.

The majority of tourists stay in one of the many international all-inclusive resorts situated along the coastline. When tourists visit attractions outside of Colombo, they do not visit the local communities along the tourist routes. The local communities are therefore missing out on the many benefits tourism can bring.

Fig. 4.1 for Question 4

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