Cambridge Assessment International Education

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CENTRE NUMBER						CANDIDATE NUMBER			

5314173434

TRAVEL & TOURISM **0471/21**

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

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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1 Refer to Fig. 1.1 (Insert), a PESTLE analysis of Türkiye.

(a) Complete the table stating what the following initials of PESTLE stand for:

P	Political
E	
S	
T	Technological
L	Legal
E	

[3]

(b) Explain **two** ways that market analysis tools can help make future plans for tourist destinations.

1 .....

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2 .....

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[4]

(c) Explain **two** benefits to travel agents of having developed information technology.

1 .....

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2 .....

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[4]

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(d) Discuss the ways Türkiye can be managed more sustainably to minimise its marine and air pollution.

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[9]

[Total: 20]

2 Refer to Fig. 2.1 (Insert), an advertisement for Mount Kilimanjaro National Park, Tanzania.

(a) (i) Define the term 'hostel'.

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..... [1]

(ii) Identify **two** activities available in Mount Kilimanjaro National Park.

1 .....

2 .....

[2]

(b) Explain **two** advantages to Mount Kilimanjaro National Park of developing its products to target school groups.

1 .....

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2 .....

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[4]

(c) Explain **two** benefits of using leaflets to promote Mount Kilimanjaro National Park.

1 .....

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[4]

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(d) Evaluate the ways that national parks can support social enterprise development.

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[9]

[Total: 20]

3 Refer to Fig. 3.1 (Insert), information about tourism in Colombo, Sri Lanka.

(a) Identify from Fig. 3.1 **three** places of interest to tourists.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** reasons why destinations, such as Sri Lanka, have a tourism policy.

1 .....

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2 .....

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[4]

(c) Explain **two** ways local communities could market themselves to attract more tourists.

1 .....

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[4]

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(d) Evaluate the factors that tourism providers must consider when producing effective promotional materials.

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[9]

[Total: 20]

4 Refer to Fig. 4.1 (Insert), an advertisement for Insightful Independent Travel.

(a) (i) Define the term 'dynamic package'.

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..... [1]

(ii) State **two** ancillary services offered by Insightful Independent Travel.

1 .....

2 .....

[2]

(b) Explain **two** benefits to tourists of having no set itinerary when visiting a destination.

1 .....

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2 .....

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[4]

(c) Explain **two** reasons why tourism organisations carry out market research.

1 .....

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2 .....

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[4]

(d) Discuss the benefits to tour operators of having a website.

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[9]

[Total: 20]

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