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TRAVEL & TOURISM **0471/21**

Paper 2 Managing and Marketing Destinations **May/June 2025**

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

Water problems in Bali

Tourist numbers to Bali have increased to over 5 million visitors a year. Bali has benefited economically from tourism, but there have also been negative impacts. Bali's tourism industry and natural environment are threatened by water shortages and other negative impacts caused by tourism.

Shortages of water are affecting UNESCO World Heritage Sites, food production and the Balinese culture. Rice fields have been turned into golf courses and water parks. Forests, which naturally collect water, have been destroyed to make space for new hotels and resorts.

Tourists use between 2000 and 4000 litres of water per day. This includes laundry from the hotels and resorts, filling swimming pools and watering gardens and golf courses. Local people only use between 30 and 50 litres of water per day. A lack of clean water is affecting the population of Bali.

Fig. 2.1 for Question 2

Indonesia – domestic tourism SWOT analysis

1 Low maintenance of tourism infrastructure.

2 Many and long public holidays.

3 Many natural and cultural attractions.

4 Increasing competition from neighbouring destinations.

5 Crime – pickpockets and theft.

6 Lack of new products and domestic package tours.

7 The Cuti-Cuti domestic travel company brand is well known in Indonesia.

8 Deforestation.

9 Political corruption.

10 Good diversity of tourism products.

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Fig. 3.1 for Question 3

Park City Mountain Resort

Welcome to the largest ski resort in the United States. There is just a 56km scenic drive from the airport to Park City Mountain Resort, a mountain of endless possibilities.

This large resort has 330 trails and 6 ski and snowboard parks. No two days here have to be the same. We offer guided tours and skiing and snowboarding lessons for all abilities. There is also a historic mountain town in the resort. The resort has a wide range of accommodation and a variety of dining options to suit all budgets.



To book or for further information call: (970) 654-45000

Fig. 4.1 for Question 4

Tourism Malaysia marketing plan, 2025–2027

Tourism Malaysia (TM), the National Tourism Board, wants to ensure the tourism industry contributes to the sociocultural and economic development of Malaysia. TM has put together a two–year marketing plan in order to achieve its objectives.

The objectives are to:

- promote Malaysia as an outstanding tourist destination
- showcase Malaysia's unique wonders, attractions and cultures
- increase business tourism to Malaysia
- increase Malaysia's tourism revenue by increasing the number of tourists and the length of their stay
- develop domestic tourism
- promote new investments in the country
- increase employment opportunities.

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