Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/23**

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

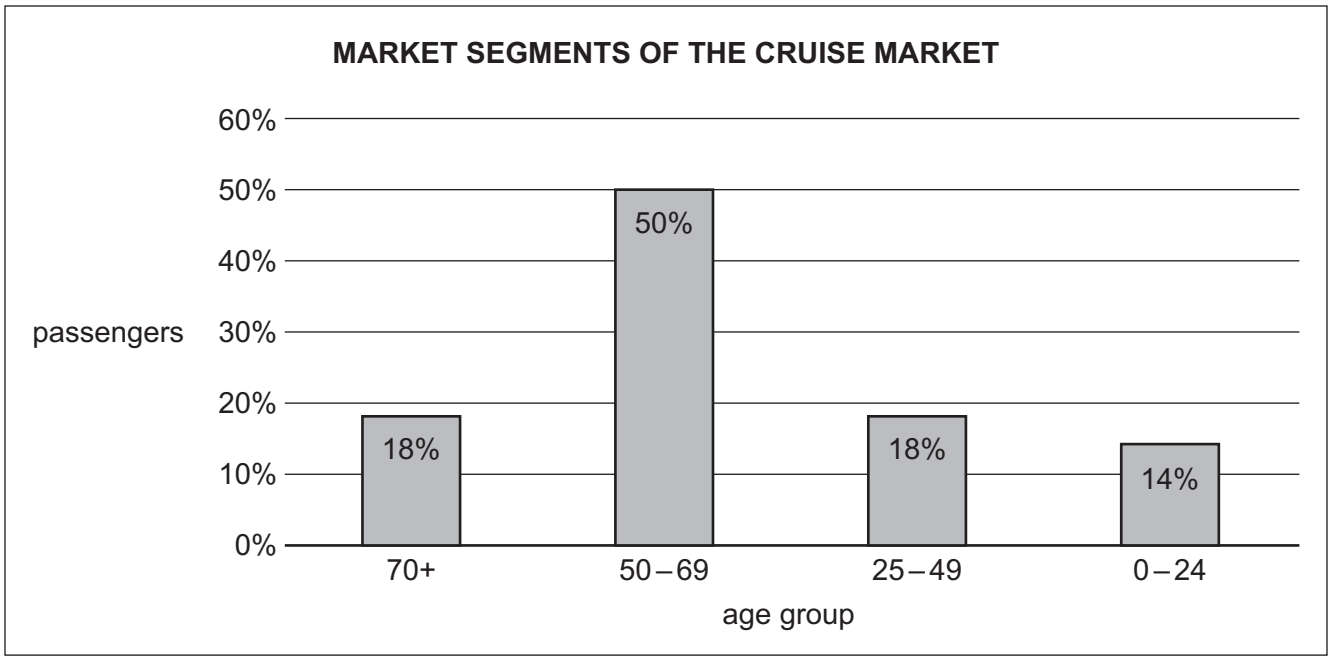


Fig. 2.1 for Question 2

Golf tourism

Golf tourism can take various forms, ranging from taking part in golfing events to watching professional tournaments. Golf tourism provides an opportunity for golf enthusiasts to showcase their skills, compete against others and enjoy the friendship that comes with the sport. Golfing holidays include social activities and entertainment for both golfers and spectators.

Professional golf tournaments attract a large number of tourists and generate media coverage. This coverage promotes both the host destination and the sport itself.

Golf To You is a premium golf tourism provider. Golf To You provides package golfing holidays, which include limousine airport transfers, 5-star accommodation at spa hotels near to the best golf courses and evening entertainment.

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Fig. 3.1 for Question 3

Protecting national parks

Overtourism, habitat loss and the consequences of climate change have put more and more national parks at risk. Many conservationists feel that these areas should be closed to visitors completely.

There are many ways to manage national parks responsibly. Different methods have been put in place in many national parks to reduce the negative impacts of tourism.
Examples include:

- visitor numbers must not exceed carrying capacity
- visitors restricted to specific trails
- two timed entries per day
- visitors sign pledges to protect nature and respect culture.

Namib-Naukluft, a national park in Namibia, is a non-government organisation (NGO). The government in Namibia has introduced a set of strict rules that NGOs must follow to conserve the environment.

Fig. 4.1 for Question 4

Wishing Wildlife Adventures

Wildlife adventures have become more popular. An increase in demand for sustainability and more environmental awareness have caused this trend. Tourists are keen to make sure that they are doing more good than harm when they go on a wildlife holiday.

Visitors never forget the experience of spotting their favourite animal in the wild. Whichever animal or bird that you want to see, we have got a holiday for you.

Wishing Wildlife Adventures offers package holidays including African safaris, bear watching packages and Borneo forest and island packages.

Included in every 6-day holiday package are:

- all breakfasts, lunches and evening meals
- 5-night hotel accommodation
- transport
- expert guides.

Prices will depend on your chosen package. Email us with your requirements to:
Wishingwildlife.adventures@idsinternational.com

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