CAMBRIDGE
International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/21**

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

MARK SCHEME

Maximum Mark: 80

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the May/June 2025 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

© Cambridge University Press & Assessment 2025

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

© Cambridge University Press & Assessment 2025

Social Science-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.

© Cambridge University Press & Assessment 2025

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.

© Cambridge University Press & Assessment 2025

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
BOD	Benefit of doubt given
VG	Content of response too vague
NAQ	Not answered question
REP	Repetition
SEEN	Page or response seen by examiner
BP	Blank page
K	Knowledge
APP	Application
AN	Analysis
EVAL	Evaluation

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.

© Cambridge University Press & Assessment 2025

Table A

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 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
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
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
0	No creditable response.	No creditable response.	No creditable response.

© Cambridge University Press & Assessment 2025

Table B

Level	AO2 Application 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 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
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
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
0	No creditable response.	No creditable response.	No creditable response.

Question	Answer	Marks
1(a)	**State <u>three</u> causes of water shortages in Bali.** Award one mark for each cause identified. • Tourists consuming water • Filling swimming pools • Watering gardens • Watering golf courses • Removal of rice fields • Removal of forests • Hotels using it for laundry Credit these responses only.	**3**
1(b)	**Other than water shortages, explain <u>two</u> negative environmental impacts caused by tourism.** Award one mark for the correct identification of an impact and a further mark for the correct explanation of each impact. • Air pollution (1) transportation for tourism by air, land and sea contributes to the emissions of greenhouse gases (1) • Water pollution (1) tourists using boats can cause oil spills, litter and damage coral reefs (1) • Noise pollution (1) transport for travel is often loud (1) • Destruction of flora and fauna (1) tourist walk on it (1) • Disturbance to wildlife (1) high tourists numbers hike and drive off-road damaging the environment (1) • Loss of natural habitats (1) building hotels, roads, resorts can result in the clearing of forest land (1) • Congestion (1) tourists increase the numbers of cars on the roads causing an increase in traffic (1) • Land pollution (1) people throw litter on the floor (1) Credit all valid responses.	**4**

© Cambridge University Press & Assessment 2025

Question	Answer	Marks
1(c)	**Explain <u>two</u> management activities of National Tourism Organisations (NTO's).** Award one mark for the correct activity identified and a further mark for the explanation of each activity. • Ensure tourist infrastructure is well maintained (1) with adequate accommodation and transportation available (1) • Set out guidelines for responsible tourism (1) minimising waste and protecting natural and cultural heritage (1) • Set up a task force for any natural disasters (1) make plans and communicate with different stakeholders (1) • Set standards for tourism products and services (1) provide training and support (1) • Research and development/market analysis (1) stay ahead of trends in the tourism industry (1) Credit all valid responses.	**4**
1(d)	**Discuss the ways hotels and resorts in Bali can manage the problems of water shortages.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be accepted. **AO2 Application** • Water conservation measures will help to solve the problems of water shortages. • Water recycling and reuse methods • Desalination plants can be built near the hotels • Locals and tourists could be made aware of the water shortage problems and educated on things they could do to help. **AO3 Analysis** • Hotels and resorts in Bali can implement water conservation measures to reduce the amount of water used. This can be done with policies that promote responsible water usage. • Using water recycling and reuse will reduce the reliance that destinations have on fresh water. Wastewater could be used for non-drinking purposes. • In areas where freshwater sources are limited then desalination could be used to provide drinking water. • Hotels and resorts in Bali could educate their visitors about the importance of water conservation and responsible water usage.	**9**

Question	Answer	Marks
1(d)	**AO4 Evaluation** • Water conservation is a sensible approach to reducing water consumption so that there is enough water to meet the needs of both the tourists and the residents. Using efficient water practices such as low flow toilets and showerheads along with policies that encourage guests to reuse towels will save water. They could also harvest rainwater by installing barrels to collect the rainwater which could then be used for watering gardens and golf courses. • Water recycling and reuse involves treating wastewater to remove impurities. This is particularly important in areas where there is a shortage of fresh water. The treated water can be used for non-drinking purposes such as toilet flushing and watering garden which will reduce the amount of wastewater that needs to be treated saving money. • Desalination is a process that removes the salt from seawater making it suitable for human consumption. This is particularly important in tourist destinations where there are water shortages due to high demand from tourists. It helps to the reliance that tourists have on local freshwater resources. However, for some destinations the cost of desalination may be too expensive for them to afford. • Education and awareness campaigns aimed at both tourists and locals can help to manage water shortages and help to promote sustainable water use practices. Tourists can be informed about the local water situation. Using brochures and information on websites and social media platforms it will show tourists about the importance of conserving water and encourage tourists to reduce their water usage whilst on holiday. Educating locals about sustainable water use practices will encourage them to buy water saving products, fix leaks quickly and buy drought resistant plants so that they do not require too much watering. Credit all valid responses.	
2(a)	**Identify <u>three</u> strengths from the SWOT analysis for Indonesia.** Award one mark for each correct strength identified • **3** Many cultural and natural attractions (1) • **7** The Cuti-Cuti travel company brand is well known in Indonesia (1) • **10** Good diversity of tourism products (1) Credit these responses only.	**1**

Question	Answer	Marks
2(b)	**Explain <u>two</u> reasons why tourism organisations carry out SWOT analysis.** Award one mark for each correct reason identified and a further one mark for the explanation of each reason • To gain a competitive advantage in the market (1) by identifying and using their strengths they can attract more customers (1) • Identify weaknesses (1) they can work on their weakness in order to improve them and make them a strength (1) • To identify threats (1) develop ways to diminish the threat to ensure the business continues (1) • To identify opportunities (1) use their opportunities to create new products and services to grow their business (1) Credit all valid responses.	**4**
2(c)	**Other than a SWOT analysis, explain <u>two</u> ways a tourism organisation can understand its position in the market.** Award one mark for each correct way identified and a further one mark for the explanation of each way • Competitor analysis (1) knowing what competitors are doing organisations can identify gaps they can fill (1) • Market research (1) using customer feedback can understand strengths and weaknesses and make improvements if necessary (1) • Marketing mix (1) make sure the mix is correct to ensure they get maximum number of tourists (1) • PEST analysis (1) identifies external factors that may impact the business and make changes if needed (1) • Stars/rankings on online review sites (1) this will give the organisation a good /bad reputation depending on the review (1) Credit all valid responses.	**4**

© Cambridge University Press & Assessment 2025

Question	Answer	Marks
2(d)	**Discuss the benefits to travellers of being able to book hotel accommodation online.** Use **Table A** to mark this question. Responses may include the following and any other valid points should be accepted. **AO1 Knowledge and Understanding** • Being able to book online would be very convenient for travellers. • Reduction of spending for travellers to use during their holiday. • Booking online will give travellers easy access to information. • Travellers will have more flexibility when booking a hotel online. **AO3 Analysis** • Tourists are able to book their accommodation anywhere and at any time 24/7. • Many online travel agents offer discounted rates and special deals which are not always available when they book directly with the hotel. Booking online also means travellers do not have to visit actual travel agents which also saves them time and money. • When booking online tourists will also have access to a large amount of information about their chosen destination. **AO4 Evaluation** • Booking hotel accommodation online is very convenient for the tourists as they are able search for different hotels and compare their prices without leaving the comfort of their own home at any time of the day. • Online travel agencies negotiate bulk rates with hotels which means they are able to charge the tourist lower prices. Tourists can also compare the prices of different hotels and the price of the same hotel on different websites ensuring that they obtain the best deal possible. Some hotels offer loyalty programmes which are useful for regular tourists so finding this online will be beneficial for discounts on future bookings. • When booking hotel accommodation online tourists are able to access a wide range of information about the hotel including the location of the hotel, what amenities they have, room types and prices. The information allows tourists to quickly compare different options based on their preferences and budget. Tourists are also able to access real time information about room availability and prices. This helps tourists to make decisions when to book their accommodation based on the current availability and pricing trends. Tourists are also able to read different guest reviews about the hotel which will give them an insight into the quality of service provided by the hotel. • Booking hotel accommodation online gives the tourist more flexibility as they are able to customize their stay by selecting specific room types and meal plans to suit their needs. They are also able to book last minute accommodation, or if their plans change suddenly, they are able to go online and make amendments. Credit all valid responses.	**9**

Question	Answer	Marks
3(a)	**State <u>three</u> special interest tourists likely to visit Park City Mountain Resort.** Award one mark for each correct market segment identified. • Adventure tourists • Cultural tourists • Sports tourists Credit these responses only.	**3**
3(b)	**Explain the suitability of the following distribution channels for Park City Mountain Resort:** Award two marks for the correct explanation of each distribution channel. **retailers** • Retailers act as an agent doing the work or selling for Park City Mountain Resort (1) this can save time as it has an existing customer base (1) • Can offer marketing and promotion support (1) retailers have established marketing channels which help promote the resort to new customers (1) • Retailers are often found in popular tourist destinations (1) the resort can increase its visibility and accessibility to potential customers (1) **online** • Reaches a large number of people (1) anyone anywhere in the world with internet will be able to access it (1) • Lower operating costs (1) doesn't need a large staff/no commission to intermediary (1) • Database can be updated easily (1) gives accurate data about availability (1) Credit all valid responses.	**4**

© Cambridge University Press & Assessment 2025

Question	Answer	Marks
3(c)	**Explain <u>two</u> ways Park City Mountain Resort could overcome the impact of seasonality.** Award one mark for the correct identification of a way and a further one mark for the explanation of each way. • Offer non-snow related activities (1) this ensures that visitors can be attracted all year round (1) • Target different markets to increase visitors during off-peak season (1) offer discounted rates for seniors or families with children (1) • Organise events and festivals (1) this will attract visitors not interested in skiing activities (1) • Promote the off-peak season (1) using social media and marketing campaigns (1) • Use variable pricing/special offers (1) prices could be decreased during the off-peak season to ensure visitors all year round (1) Credit all valid responses.	**4**
3(d)	**Discuss the advantages and disadvantages to Park City Mountain Resort of using discounting as a pricing strategy.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be accepted. **AO2 Application** **Advantages** • Increased sales volume • Competitive advantage **Disadvantages** • Lower profit margins • Customers' expectations • Damage brand image **AO3 Analysis** **Advantages** • Discounting is a pricing strategy where the price is reduced in order to attract more customers which will increase sales. • Offering lower prices will make the resort stand out from the competition and attract new customers. • **Disadvantages** • By offering discounts it means that some of the potential profit is being given up in order to attract customers. • When customers get discount prices, they may expect discounts all of the time. • Discounting prices could damage the brand image of Park City Mountain Resort as people can perceive that discounted prices indicate low or poor quality.	**9**

Question	Answer	Marks
3(d)	**AO4 Evaluation** **Advantages** • Discount pricing can attract price sensitive customers who may not have visited Park City Mountain Resort otherwise. There will be higher occupancy rates and higher revenue. Offering discounts to customers can also lead to customer loyalty. If customers think they are getting a good deal, then they are likely to return. • If Park City Mountain Resort offer lower prices than their competitors then it is likely it will attract more customers and increase their market share. This will give them a competitive advantage over their competitors. **Disadvantages** • If Park City Mountain Resort continually offers discounts to attract more customers, they may not be able to make a profit on their products and services. • With Park City Mountain Resort offering discounts customers will expect lower prices in the future. If the resort increases its price, then customers may be hesitant to book at the full price. This can lead to a decrease in revenue and make it difficult for Park City Mountain Resort to maintain its profitability. • When customers see that the price of the resort has been lowered it can lead them to assume that the quality of the resort has been lowered. This can result in customers having a negative impression of the resort which can lead to fewer bookings and les revenue. Credit all valid responses.	
4(a)	**State <u>three</u> steps involved in creating a marketing plan** Award one mark for each correct step identified. • Market research • Competitor analysis • Decide on objectives • Develop marketing strategies • Know your target market Credit these responses only.	**3**

Question	Answer	Marks
4(b)	**Explain <u>two</u> benefits to tourist destinations of having marketing plans.** Award one mark for the correct identification of a benefit and a further one mark for the explanation of each benefit. • A successful marketing plan can raise awareness among potential visitors (1) shows the unique features and attractions (1) • More tourists visit the destination (1) boosts local economy (1) • Marketing plan differentiates destinations from their competitors (1) creates a brand identity that sets it apart (1) • Builds relationships with other tourist organisations (1) ensures it is promoted correctly in order to improve visitor experience (1) • Set objectives/goals for the destination (1) this will help to motivate the destination (1) Credit all valid responses.	**4**
4(c)	**Explain <u>two</u> likely benefits of Malaysia developing domestic tourism.** Award one mark for the correct identification of a benefit and a further one mark for the explanation of each benefit. • Domestic tourists generate visitor spending in off-peak season (1) visit when international tourists do not visit (1) • Various factors such as political and economic conditions will stop international tourists visiting (1) domestic tourists will still visit the affected areas (1) • Locals will not require international goods (1) decreases import leakage (1) • Promotion is cheaper and easier (1) no distance or language barrier (1) • Increases demand/wider range of visitors (1) will receive visitors all year round (1) • Locals spend money in their own country (1) prevents money from going to other countries (1) Credit all valid responses.	**4**

© Cambridge University Press & Assessment 2025

Question	Answer	Marks
4(d)	**Discuss how destinations manage the effect of changing demographics on tourism demand.** Use **Table A** to mark this question. Responses may include the following and any other valid points should be accepted. **AO1 Knowledge and Understanding** • Age • Gender • Ethnicity • Levels of disposable income **AO3 Analysis** • The demographic move towards an aging population has had an impact on tourism demand, as older travellers tend to have different preferences and needs. • Destinations manage the effect of changing gender of tourists by catering to the needs and preferences of different gender groups, ensuring a welcoming and inclusive environment for all visitors. • Destinations have been experiencing changes in the ethnicity of their tourists. In order to manage these destinations need to understand the characteristics of their current and potential tourist markets, and adapt their products and services accordingly. • Various strategies are used by destinations to manage the effect of changing levels of disposable income of tourists on tourist demand. The strategies aim to attract and retain tourists by adapting to their spending capacity to ensure that the destination remains affordable and appealing. **AO4 Evaluation** • To manage the effect of the changing age profile destinations are catering to the needs of older travellers whilst also appealing to other age groups. They have included age friendly structures such as wheelchair ramps and accessible restrooms. Different types of adventure holidays are offered to travellers, from extreme adventures such as bungee jumping for young tourists and milder forms of activities such as bird watching for older tourists. Health and wellness holidays are also tailored to different age groups from spa treatments to intense workouts. • Changing gender is managed by developing gender specific marketing campaigns. Promotional materials, advertisements and online content are aimed at the different gender groups. Destinations also carry out market research and collect data on the changing gender relations in order to inform their decision making. By understanding the different needs and expectations of different genders, destinations can tailor their products and services accordingly.	**9**

© Cambridge University Press & Assessment 2025

Question	Answer	Marks
4(d)	• Destinations have to identify a target market; this could be by choosing the most profitable and sustainable segments of their market. An example could be high-spending Chinese tourists who want to stay in luxury hotels. Products and services can be adapted by offering culturally sensitive experiences such as traditional food and entertainment, catering to specific dietary requirements. This will lead to destinations successfully dealing with the challenges and opportunities presented by the changing ethnicity of tourists. • Products can be diversified in order to cater to a wide range of tourists with different levels of disposable income. Destinations can provide a mixture of high-end, middle range and budget options so that they can accommodate tourists with different spending capacities. This can include a range of accommodation, dining choices, transportation and activities suited to different spending capacities. Destinations can emphasize the value for money aspect of their products and services in order to attract tourists with low levels of disposable income. Credit all valid responses.	

.