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TRAVEL & TOURISM **0471/21**

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

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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[Turn over

1 Refer to Fig. 1.1 (Insert), information about the water problems in Bali, a small island in Indonesia.

(a) State **three** causes of water shortages in Bali.

1 .....

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2 .....

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3 .....

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[3]

(b) Other than water shortages, explain **two** negative environmental impacts caused by tourism.

1 .....

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2 .....

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[4]

(c) Explain **two** management activities of National Tourism Organisations (NTOs).

1 .....

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[4]

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(d) Discuss the ways hotels and resorts in Bali can manage the problem of water shortages.

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2 Refer to Fig. 2.1 (Insert), a SWOT analysis for domestic tourism in Indonesia.

(a) Identify **three** strengths from the SWOT analysis for Indonesia.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** reasons why tourism organisations carry out SWOT analysis.

1 .....

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[4]

(c) Other than a SWOT analysis, explain **two** ways a tourism organisation can understand its position in the market.

1 .....

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[4]

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(d) Discuss the benefits to travellers of being able to book hotel accommodation online.

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3 Refer to Fig. 3.1 (Insert), an advertisement for Park City Mountain Resort in the United States.

(a) State **three** special interest tourists likely to visit Park City Mountain Resort.

1 .....

2 .....

3 .....

[3]

(b) Explain the suitability of the following distribution channels for Park City Mountain Resort:

retailers .....

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online .....

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[4]

(c) Explain **two** ways Park City Mountain Resort could overcome the impact of seasonality.

1 .....

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[4]

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(d) Discuss the advantages and disadvantages to Park City Mountain Resort of using discounting as a pricing strategy.

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4 Refer to Fig. 4.1 (Insert), information about Tourism Malaysia's marketing plan.

(a) State **three** steps involved in creating a marketing plan.

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[3]

(b) Explain **two** benefits to tourist destinations of having marketing plans.

1 .....

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[4]

(c) Explain **two** likely benefits of Malaysia developing domestic tourism.

1 .....

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(d) Discuss how destinations manage the effect of changing demographics on tourism demand.

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