* 0000800000001 *

Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

* 3 7 5 1 2 7 0 7 8 5 *

TRAVEL & TOURISM **0471/21**

Paper 2 Managing and Marketing Destinations **October/November 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.

© UCLES 2024

[Turn over

1 Refer to Fig. 1.1 (Insert), information about the Malaysia Tourist Promotion Board (MTPB).

(a) Identify **three** types of tourists the MTPB are targeting.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** reasons why the MTPB uses marketing campaigns.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(c) Explain **one** advantage and **one** disadvantage of using face to face interviews for market research.

Advantage .....

.....

.....

.....

Disadvantage .....

.....

.....

.....

[4]

DO NOT WRITE IN THIS MARGIN

(d) Discuss the benefits to tourist organisations of adding a blog to their website.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

2 Refer to Fig. 2.1 (Insert), information about rising accommodation prices in the UK.

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

.....

..... [1]

(ii) Suggest **two** negative impacts on destinations of decreasing domestic tourism.

1 .....

.....

2 .....

.....

[2]

(b) Explain **two** pricing policies that could be used to improve domestic tourism in the UK.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(c) Explain **two** benefits of using printed promotional materials.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

DO NOT WRITE IN THIS MARGIN

(d) Discuss the advantages to accommodation providers of using primary market research.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

3 Refer to Fig. 3.1 (Insert), an advertisement for Fortune Suites, serviced accommodation in Tokyo, Japan.

(a) State **three** benefits to tourists of using Fortune Suites serviced accommodation.

1 .....

.....

2 .....

.....

3 .....

.....

[3]

(b) Explain how **each** of the following distribution channels would be suitable for accommodation providers:

direct phone bookings .....

.....

.....

.....

wholesalers .....

.....

.....

.....

[4]

(c) Explain **two** ways accommodation providers use promotion to increase their market share.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

© UCLES 2024

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

(d) Discuss the ways that hotels can be more sustainable.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

4 Refer to Fig. 4.1 (Insert), an advertisement for Fansite Sports Travel.

(a) Identify **three** different packages offered by Fansite Sports Travel.

1 .....

2 .....

3 .....

[3]

(b) Describe **two** ways that the sports tourism market may be segmented.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(c) Explain **two** social factors that affect the demand for sports tourism.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

DO NOT WRITE IN THIS MARGIN

(d) Discuss the importance of product in the marketing mix for specialist tour operators.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 20]

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

BLANK PAGE

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

BLANK PAGE

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

BLANK PAGE

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2024