

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

*531417343

TRAVEL & TOURISM 0471/21

Paper 2 Managing and Marketing Destinations

May/June 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.

1 Refer to Fig. 1.1 (Insert), a PESTLE analysis of Türkiye.

(a)	Complete the table	stating what the	following initials	of PESTLE stand for:
٠,	,				

E	
L	Legal
Т	Technological
S	
E	
Р	Political

[3]

[4]

(b)	Explain two ways that market analysis tools can help make future plans for tourist destination	
	1	
	2	
		[4]
(C)	Explain two benefits to travel agents of having developed information technology.	
	1	
	1	

(d)	Discuss the ways Türkiye can be managed more sustainably to minimise its marine and air pollution.
	[9]

 i) Id	
i) ld	
•	entify two activities available in Mount Kilimanjaro National Park.
1	
2	
	n two advantages to Mount Kilimanjaro National Park of developing its produc school groups.
Explai	n two benefits of using leaflets to promote Mount Kilimanjaro National Park.
	Explain

(d)	Evaluate the ways that national parks can support social enterprise development.							
		[9]						

-	Ret	er to Fig. 3.1 (Insert), information about tourism in Colombo, Sri Lanka.	
((a)	Identify from Fig. 3.1 three places of interest to tourists.	
		1	
		2	
		3	
			[3]
((b)	Explain two reasons why destinations, such as Sri Lanka, have a tourism policy.	
		1	
		2	
			[4]
((c)	Explain two ways local communities could market themselves to attract more tourists.	
		1	
		0	
		2	
			[4]
			۲.1

(d)	Evaluate the promotional n	factors naterials.	that	tourism	providers	must	consider	when	producing	effective
										[9]

	(i)	Define the term 'dynamic package'.	
	(ii)	State two ancillary services offered by Insightful Independent Travel.	
		1	
		2	• • •
(b)	Exp	lain two benefits to tourists of having no set itinerary when visiting a destination.	
	1		
(c)	Exp	lain two reasons why tourism organisations carry out market research.	
	1		
	2		
	2		

(d)	Discuss the benefits to tour operators of having a website.	
		[9]

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