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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.

This document has **12** pages. Any blank pages are indicated.

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:

P	Political
E	
S	
T	Technological
L	Legal
E	

[3]

(b) Explain **two** ways that market analysis tools can help make future plans for tourist destinations.

1

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.....

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2

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.....

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[4]

(c) Explain **two** benefits to travel agents of having developed information technology.

1

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2

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.....

.....

[4]

3 Refer 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
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.....
.....
- 2
.....
.....
..... [4]

(c) Explain **two** ways local communities could market themselves to attract more tourists.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

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