



[Turn over

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

.....

.....

.....

2

.....

.....

.....

[4]

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

1

.....

.....

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2

.....

.....

.....

[4]

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

[illegible]

[9]

[Total: 20]

2 Refer to Fig. 2.1 (Insert), an advertisement for Mount Kilimanjaro National Park, Tanzania.

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

.....
 [1]

(ii) Identify **two** activities available in Mount Kilimanjaro National Park.

1
 2 [2]

(b) Explain **two** advantages to Mount Kilimanjaro National Park of developing its products to target school groups.

1

 2

 [4]

(c) Explain **two** benefits of using leaflets to promote Mount Kilimanjaro National Park.

1

 2

 [4]

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

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[9]

[Total: 20]

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

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

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

- (d)** Evaluate the factors that tourism providers must consider when producing effective promotional materials.

[illegible]

[9]

[Total: 20]

4 Refer to Fig. 4.1 (Insert), an advertisement for Insightful Independent Travel.

(a) (i) Define the term 'dynamic package'.

.....
 [1]

(ii) State **two** ancillary services offered by Insightful Independent Travel.

1
 2 [2]

(b) Explain **two** benefits to tourists of having no set itinerary when visiting a destination.

1

 [4]

(c) Explain **two** reasons why tourism organisations carry out market research.

1

 [4]

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

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[9]

[Total: 20]

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