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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.



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
-
- 2
-
- 3
-
- [3]

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

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

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

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





[9]

[Total: 20]



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 [4]
- 2 [4]

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

- 1 [4]
- 2 [4]



[9]

[Total: 20]



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
-
-
-
- online
-
-
- [4]

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

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





[9]

[Total: 20]



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

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

1
.....
2
.....
3
.....

[3]

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

1
.....
.....
.....
2
.....
.....
.....

[4]

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

1
.....
.....
.....
2
.....
.....
.....

[4]





[9]

[Total: 20]







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