

Cambridge IGCSE[™]

CANDIDATE NAME						
CENTRE NUMBER				CANDIDATE NUMBER		

TRAVEL & TOURISM 0471/02

Paper 2 Managing and Marketing Destinations

For examination from 2024

SPECIMEN PAPER 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 10 pages.

Re	ier to	Fig. 1.1 (Insert), information about business tourism in Costa Rica.
(a)	(i)	Define the term 'business tourism'.
		[1]
	(ii)	Identify three characteristics of Costa Rica that make it a good destination for business tourism.
		1
		2
		3[3
		Į•.
(b)	Des	scribe two ways national tourism organisations (NTOs) help to market MICE destinations.
	1	
	2	
		[4 _]
(c)		plain one way that increasing participation in trade fairs will increase the number of siness tourists coming to Costa Rica.
		[3]

(d)	Evaluate the importance to Costa Rica of winning an industry award for best MICE destination.
	[9]
	[v]

[Total: 20]

- 2 Refer to Fig. 2.1 (Insert), a SWOT analysis of tourism in India.
 - (a) Using the statement numbers in Fig. 2.1, complete Table 2.1. Choose only **one** statement number under each heading.

Strength	Weakness
Opportunity	Threat

Table 2.1

[4	•
L	

(b)	Suggest three ways the Indian Ministry of Tourism can manage the issue of overtourism.
	1
	2
	3
	[3]
(c)	Explain two reasons why brochures might be a suitable method of promotion for destinations.
	1
	2
	[4]

(d)	Evaluate the ways destinations can use market analysis tools to gain a competitive advantage.
	[9]

[Total: 20]

Refer to Fig. 3.1 (Insert), an advertisement for Tourshrines, a tour operator.
(a) (i) Identify two possible target markets of Tourshrines.
1
2
[2]
(ii) Identify one component of the advertised tour package.
[1]
(b) Describe two ways Tourshrines could help to protect religious sites against damage caused by tourists.
1
2
[4]

3

(c)	Explain two benefits to customers of booking a package tour rather than booking the tour independently.
	1
	2
	[4]

(d)	Assess the importance of brand image for Tourshrines.
	[9
	[v

[Total: 20]

Ref	er to Fig. 4.1 (Insert), a table showing the number of inbound tourists to the UK.
(a)	Suggest three types of primary research used to gather information on inbound tourists.
	1
	2
	3
	[3]
(b)	State two reasons why tourism organisations carry out market research.
	1
	2
	[2]
(c)	Discuss two ways hotels could adapt their products to increase the number of business tourists.
	1
	2
	[6]

4

(d)	Assess the ways tourism organisations in declining destinations can use different pricing strategies to increase demand.
	[9]
	[Total: 20]

Copyright Acknowledgements:

Question 1, Fig. 1.1 © 505625400; dankadanka; *Toucan on the branch*; www.gettyimages.co.uk

Question 1, Fig. 1.1 © 1251706625; Manuela Leppert / EyeEm; Scenic View Of Volcanic Landscape Against Sky, www.gettyimages.co.uk

Question 3, Fig. 3.1 © 899191474; ewg3D; Holy icon of Mother of God Ostrobramska in Vilnius, Lithuania; www.gettyimages.co.uk

Question 3, Fig. 3.1 © 1210659789; joe daniel price; St Peter's Basilica, Sunrise, The Vatican, Rome, Lazio, Italy; www.gettyimages.co.uk

Question 3, Fig. 3.1 © 1271913860; Lars Johansson / EyeEm; Altar With A Madonna In Chiesa Di Ognissanti Church In Florence, Italy; www.gettyimages.

co.uk

Question 4 © www.ons.gov.UK>people population and community; Contains public sector information licensed under the Open Government

 $\label{licence v3.0} Licence\ v3.0;\ http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/.$

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 (Cambridge University Press & Assessment) 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.

Cambridge Assessment International Education is part of Cambridge University Press & Assessment. Cambridge University Press & Assessment is a department of the University of Cambridge..