

**Cambridge IGCSE™**CANDIDATE
NAMECENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL & TOURISM**0471/21**

Paper 2 Managing and Marketing Destinations

October/November 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 e-bike holidays.

(a) Suggest **three** factors that affect marketing.

- 1
.....
2
.....
3
.....
- [3]

(b) Explain **two** disadvantages of using retailers to sell an e-bike holiday.

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

(c) Explain **two** ways a tour operator might use special offers as a marketing tool.

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





(d) Discuss the advantages to destinations of offering e-bike holidays.

[9]

[Total: 20]



2 Refer to Fig. 2.1 (Insert), information about 'If you seek', a new marketing campaign for New Zealand.

(a) Suggest **three** tourist types the 'If you seek' campaign is trying to attract.

- 1
2
3 [3]

(b) Explain **two** ways the 'If you seek' campaign is likely to empower indigenous communities.

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

(c) Explain **two** ways travel and tourism organisations can extend the life cycle of their products.

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





(d) Discuss how New Zealand can minimise the negative sociocultural impacts of overtourism.

[9]

[Total: 20]



3 Refer to Fig. 3.1 (Insert), information about the marketing objectives of Platinum Air.

(a) Other than price bundling, suggest **three** pricing strategies that might be suitable for Platinum Air.

- 1
- 2
- 3
- [3]

(b) Explain **two** reasons why price bundling is a suitable pricing policy for Platinum Air to use.

- 1
- 2
- [4]

(c) Explain **two** reasons why brand image is important to Platinum Air.

- 1
- 2
- [4]





(d) Discuss the role of demographics in travel and tourism marketing.

[9]

[Total: 20]





4 Refer to Fig. 4.1 (Insert), information about Tropical Tours Samoa.

(a) Suggest **three** ways Tropical Tours Samoa could collect customer feedback.

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

[3]

(b) Explain **two** benefits to Tropical Tours Samoa of changing its marketing mix.

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

[4]

(c) Explain **two** roles of national tourism organisations (NTOs) in managing tourist destinations.

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

[4]





(d) Discuss the benefits to Tropical Tours Samoa of winning an industry award.

[9]

[Total: 20]









The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 (UCLES) 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.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

