

CAMBRIDGE IGCSE

Travel and Tourism 0471

Syllabus Overview

Examinations 2027, 2028 and 2029

Understanding the whole syllabus

Travel and Tourism connects destinations, organisations and travellers with the decisions that shape their experience. Development and marketing affect communities and environments as well as businesses. Understanding a destination therefore requires both industry knowledge and attention to its particular circumstances.

For Travel & Tourism 0471, the content map below follows the approved subject briefing and the official syllabus. Labels group related areas for orientation; the detailed syllabus remains the authority for individual learning requirements.

Content map

Syllabus area or component	What the area covers
Five connected tourism areas	The syllabus contains five connected areas.
1: Concepts and sustainability	You will begin with essential travel and tourism concepts, including different types of tourism, reasons for travel, types of tourists and destinations, and the importance of sustainability.
2: Global tourism and destinations	Global tourism examines the scale of the industry, the features that make destinations attractive, the organisations involved in their development and the economic, environmental and sociocultural effects of tourism.
3: Organisations, transport and infrastructure	You will also study travel and tourism organisations, the products and services they provide, how organisations work together, and the roles of different forms of transport and supporting infrastructure.
4: Customer service	Customer service focuses on meeting the needs of different travellers, delivering positive experiences and developing the professional skills required within the industry.
5: Destination marketing	Finally, destination marketing examines how tourism products are promoted. You will learn about market research, segmentation and targeting, factors affecting marketing decisions and the elements of the marketing mix.

These areas should be read as a connected course. Begin with the foundational knowledge identified in the first part of the map, then build towards the applications and explanations that depend on it. Keep examples organised by the concept they illustrate, including destination marketing and sustainability. Build explanations that connect a decision

to its effects on specific stakeholders. Where a row describes a choice of topics or components, study the selection required by your agreed route rather than treating all alternatives as compulsory.

Qualification and component choices

All candidates follow the component structure shown in the Assessment Overview. There is no separate Core/Extended route in this syllabus.

The assessed skills

Assessment objectives describe the abilities Cambridge looks for across the qualification. The following explanations paraphrase the syllabus objectives; they are not additional topics or separate orientation tasks.

Assessment objective	Meaning for the learner
AO1 Knowledge and understanding	Select accurate subject knowledge, terminology and examples that answer the question, and explain their meaning.
AO2 Application	Apply the relevant knowledge or method to the specific facts, data or situation in the question.
AO3 Analysis	Interpret the information, apply an appropriate method and explain the relationships or reasoning that support the answer.
AO4 Evaluation	Weigh evidence, explanations or methods, explain limitations and reach a justified judgement.

These abilities work together in an answer. Accurate knowledge supports application, while a clear explanation shows how the evidence or method leads to a conclusion. The balance varies by component, so the next lesson connects these abilities with the actual assessment formats.

Key pointers: Follow the stated examination-year syllabus, cover the required areas for your route and develop skills alongside knowledge. **Next:** Open **Assessment Overview**.