



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

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TRAVEL AND TOURISM

0471/01

Core Module

May/June 2015

2 hours

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **14** printed pages, **2** blank pages and **1** insert.

Question 1

Refer to Fig. 1 (Insert), a map showing some of the world’s major features and selected tourist destinations.

(a) Using Fig. 1 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Continent B	
Ocean C	

[3]

(b) State the following:

- the term that best describes the climatic conditions in Egypt along the course of the River Nile

- whether July in Cape Town is high or low season

- whether local time in Dubai is in advance of or behind local time in Beijing

- whether Los Angeles is east or west of the International Date Line
[4]

(c) Tourism in many areas of the world is at risk from natural hazards. Explain how **each** of the following can influence tourism:

- hurricanes

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- volcanic eruptions

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- climate change

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.....[6]

Question 2

Refer to Fig. 2 (Insert), a review of world tourism in 2012.

(a) Identify from Fig. 2 (Insert) the **three** purposes of travel that accounted for 27% of overnight tourism visits in 2012.

- 1
- 2
- 3[3]

(b) With reference to Fig. 2 (Insert), describe the relationship 'between the two key indicators used in monitoring international tourism trends'.

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.....[4]

(c) France was the most visited destination in 2012.

Explain how **each** of the following might account for the large number of visitors:

- France's central position in Western Europe

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- the expansion of low-cost budget air routes

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- the Euro being the main currency throughout Europe

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[6]

(c) Some passengers will use the currency exchange facility shown in Photograph B (Insert).

Explain the purpose served by **each** of the following:

- the display screen

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- the reduced height service counter

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.....[4]

(d) Other than currency exchange, state **four** services provided by major airports and explain how **each** meets the needs of **outbound** international travellers.

1

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4

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[8]

Question 4

Refer to Fig. 3 (Insert), information for staff working for Carnival UK, a cruise company based in the UK.

(a) Identify from Fig. 3 (Insert) the following:

- the **two** cruise lines operated by Carnival UK

1

2

- the organisation Carnival UK worked with when developing its recruitment process

.....[3]

(b) Explain **two** benefits to Carnival UK's customers of the company making all employment offers 'subject to the disclosure of criminal records and vetting checks'.

1

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2

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.....[4]

(c) Carnival UK’s various cruise staff will be given training so that the company can provide ‘world-class customer experiences’.

For **each** of the following members of staff, suggest a type of training that will be appropriate and give a reason for your choice:

- **swimming pool lifeguard**

type of training

reason

.....

- **kitchen assistant**

type of training

reason

.....

- **babysitter**

type of training

reason

.....[6]

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