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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

8559571196

TRAVEL AND TOURISM **0471/01**

Core Module **May/June 2010**

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 a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

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.

For Examiner's Use	
1	
2	
3	
4	
Total	

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

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Question 1

Refer to Figs 1(a) and 1(b) which show tourism information about Guam (13º 30N, 144º 48E).

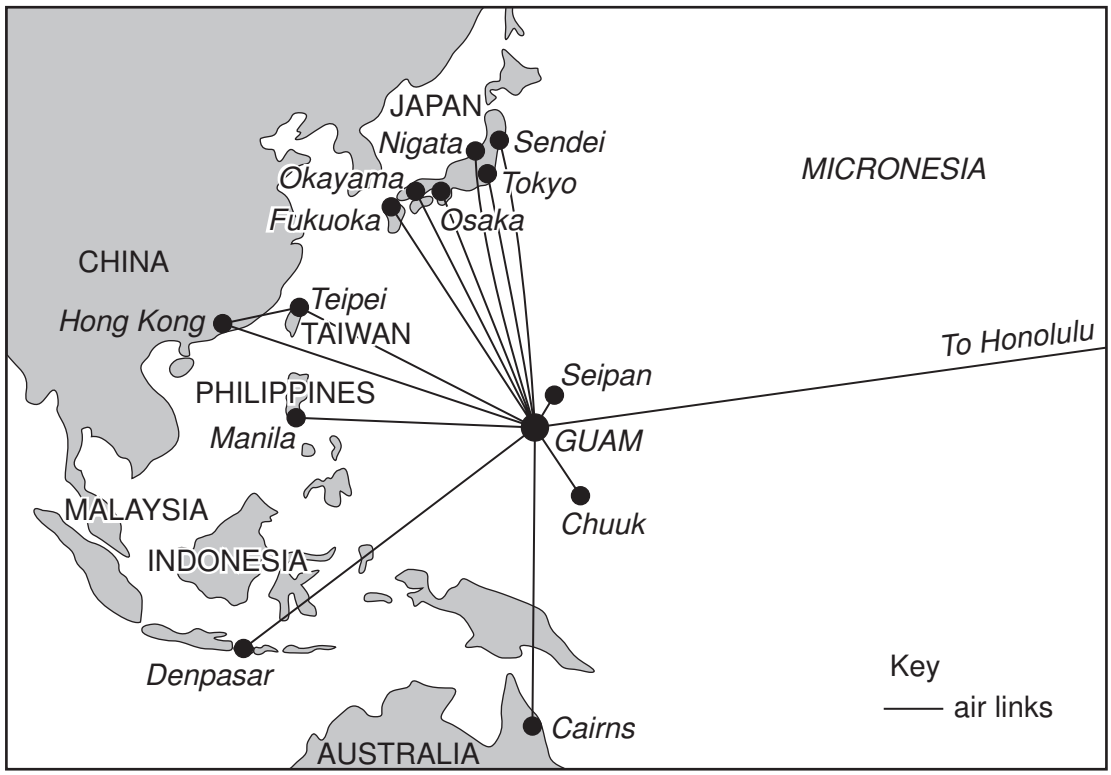


Fig. 1(a)

ANNUAL TOURISM SPENDING IN GUAM

Component	Amount spent $US Millions
Accommodation	$353.7
Entertainment	$161.1
Transportation	$27.1
Food	$132.2
Retail	$492.9
TOTAL	$1 167

Fig. 1(b)

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(a) State the following:

- The name of the ocean in which Guam is located.

.....

- The country with most direct links to Guam.

.....

- The term that best describes the climate of Guam.

.....

- Whether local time in Guam is in advance of or behind local time in Beijing.

..... [4]

(b) Fig. 1(b) shows evidence that visitors to Guam create a strong 'Multiplier Effect'. Identify and explain **three** ways in which the local economy is likely to benefit.

1 .....

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2 .....

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3 .....

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..... [6]

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(c) Explain **three** ways in which the Guam Visitors Bureau could help to increase the number of international visitors to the destination.

1 .....

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2 .....

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3 .....

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..... [6]

(d) Most package holidays include airport transfers. Identify **three** stages in the transfer process.

1 .....

2 .....

3 ..... [3]

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(e) Many small island destinations are visited by cruise ships. With reference to **one** example with which you are familiar, discuss the island's appeal to cruise ship visitors.

Chosen island destination .....

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..... [6]

[Total: 25]

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Question 2

For Examiner's Use

Refer to Fig. 2, a graph showing the growth in world tourist arrivals for the period 1997-2007.

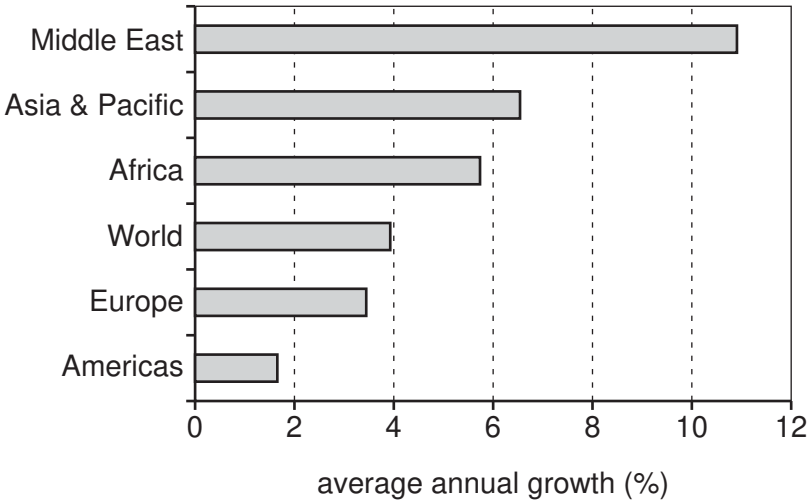


Fig. 2

(a) State **four** categories into which tourists are usually classified according to their purpose of visit.

1 .....

2 .....

3 .....

4 ..... [4]

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For Examiner's Use

(b) With reference to Fig. 2, identify and comment on **three contrasting** variations in tourist arrivals for the period 1997-2007.

1 .....

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2 .....

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3 .....

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..... [6]

(c) Once at their chosen destination, international visitors are likely to visit a local Tourist Information Centre (TIC). State **three** services provided by a TIC and for each explain why an international visitor might use each service.

Service 1 .....

Explanation .....

.....

Service 2 .....

Explanation .....

.....

Service 3 .....

Explanation .....

..... [6]

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(d) Holiday brochures are a source of information for international visitors. In the following table, circle the **three** types of information usually found in holiday brochures:

List of cinemas	Details of supermarkets	Local climate statistics
Hotel descriptions	Cooking recipes	Local sport fixtures
Train timetables	Destination map	TV programme guide

[3]

(e) Evaluate the main security measures that are currently in place at major international airports.

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[6]

[Total: 25]

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Question 3

For Examiner's Use

Refer to Fig. 3, a photograph taken at a resort hotel's swimming pool.



Fig. 3

(a) Identify and explain **three** ways in which the hotel has provided a safe and comfortable environment for guests.

1 .....

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2 .....

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3 .....

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For Examiner's Use

(b) The hotel holds a special buffet each weekend so that local residents can have a meal and make use of the pool and beach facilities for an inclusive price. Explain **three** ways in which this offer might be promoted to local residents.

1 .....

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2 .....

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3 .....

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..... [6]

(c) Guests arriving for the weekend buffet are likely to be served by hotel staff, such as the ones shown in photographs A, B and C.

		
photograph A	photograph B	photograph C

Complete the table by identifying the member of staff most likely to have provided the following guest services.

Guest service	Photograph
Give directions, order a taxi	
Issue towels and locker keys	
Prepare a fruit cocktail to welcome guests	

[3]

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For Examiner's Use

(d) Outline **two** reasons to explain why all the hotel staff are in uniform.

1 .....

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2 .....

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..... [4]

(e) Assess the essential personal skills that front of house hotel staff will be expected to possess.

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[Total: 25]

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Question 4

Refer to Fig. 4, a news item about low cost flights in Uganda.

East Africa's first low-cost carrier scheduled to take flight

The region's first true low-cost airline, Fly540, will be starting operations from Uganda by the end of next month, after obtaining its Air Operator Certificate from the Uganda Civil Aviation Authority (CAA).

The news created excitement among travel agents and travellers, as a range of additional destinations may be offered for them from Entebbe, besides the twice-daily service already in place between Entebbe and Nairobi.



The airline is expected to register at least two ATR42 planes in Uganda and is presently putting final touches on its operations set up at the airport. The Fly540 sales and reservations office is strategically located opposite the main entrance of "Garden City", in Kampala. This is a prestigious shopping, entertainment and hospitality centre, which eases access for potential travellers. The airline also offers a state of the art booking engine via their website (www.fly540.com) to allow for direct internet bookings.

Since commencing Entebbe operations earlier in the year, the airline has already transported over 7 000 passengers on the route. There have been significant load increases recently, mainly at the expense of Air Uganda.

Fly540 is here to stay, and likely to expand, bringing new choices and destinations to Uganda. New operations, after Kenya and Uganda, are likely to take off in Tanzania and Angola before moving to other parts of Western Africa. Final confirmation is also expected soon about a partnership agreement with Rwandair, which would further boost Fly540's standing in the region.

Fig. 4

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For Examiner's Use

(a) Identify the following:

- The existing Fly540 route in East Africa.

  .....

- The type of aircraft used on this service.

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- **Two** destinations likely to be added to the Fly540 route network in the future.

  1 .....

  2 .....

- **Two** airlines in competition with Fly540.

  1 .....

  2 ..... [6]

(b) Outline **two** reasons to explain why Fly540 chose to open a sales and reservations office opposite the main entrance of "Garden City".

1 .....

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2 .....

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..... [4]

(c) Explain **two** advantages to Fly540's customers of using the Internet to make bookings.

1 .....

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2 .....

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(d) Many tourists visit East Africa to see the wildlife. State **one** negative environmental impact caused by such tourists and explain **two** ways in which this impact might be controlled.

Chosen impact: .....

1 .....

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2 .....

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..... [5]

(e) With reference to examples with which you are familiar, discuss why the 'Demonstration Effect' can cause serious social problems.

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[Total: 25]

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Question 2	Figure 2	© Graph of Tourist Arrivals; www.earthtrends.wri.org.
Question 3	Photograph A	J D Smith © UCLES.
Question 3	Photograph B	J D Smith © UCLES.
Question 3	Photograph C	J D Smith © UCLES.
Question 3	Figure 3	Photograph J.D Smith © UCLES.
Question 4	Figure 4	© www.eturbonews.com/4441/east-africas-first-low-cost-carrier-scheduled-take -flight

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