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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

4693558455

TRAVEL AND TOURISM **0471/01**

Core Module **May/June 2016**

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.

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Question 1

Refer to Fig. 1 (Insert), a map at a public transport interchange in Adelaide, Australia. A public transport interchange is a location where passengers can board different types of transport.

(a) Identify from Fig. 1 (Insert), the **three** methods of public transport available at the Mawson Interchange.

1 .....

2 .....

3 .....[3]

(b) Describe **two** likely benefits to tourists of using a public transport interchange, such as those shown in Fig. 1 (Insert).

1 .....

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2 .....

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.....[4]

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(c) Many large city destinations suffer from overcrowding and congestion in their central areas.

State and explain **three** ways in which destinations try to reduce these problems.

1 .....

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2 .....

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3 .....

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.....[6]

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(d) Tourist attractions located in city destinations will often have to manage a large number of visitor arrivals.

Explain **three** ways that such attractions manage visitor arrivals to avoid congestion at their entrances.

1 .....

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2 .....

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3 .....

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.....[6]

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(e) Some attractions will receive complaints from customers regarding their visitor experience.

Discuss how such complaints are likely to be dealt with.

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.....[6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 2 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Land mass B	
Ocean C	

[3]

(b) State the following:

- the term that best describes the climatic conditions in Singapore

  .....

- whether average July temperatures in Auckland will be higher or lower than average January temperatures

  .....

- whether local time in Berlin is in advance of or behind local time in Rio de Janeiro

  .....

- whether tourists visiting the Maldives are at risk or not at risk from tropical storms between May and November

  .....[4]

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(c) Jamaica is a popular tourist destination shown in Fig. 2 (Insert). It regularly attracts over 1.5 million visitors a year from the USA and Canada.

Explain how **each** of the following is likely to influence this trend.

- Jamaica's geographical position in the world

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- Jamaica's climate

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- the fact that Jamaica is a less economically developed country (LEDC)

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.....[6]

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(d) The Jamaican Tourist Board (JTB) is responsible for marketing and promoting Jamaica worldwide.

State and explain **three** ways in which the JTB is likely to fulfil its role to promote and market out of country.

1 .....

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2 .....

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3 .....

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.....[6]

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(e) Jamaica is famous for its 'Reggae' music. Many destinations offer opportunities for visitors to enjoy music, dance or other types of performance in a cultural setting.

With reference to **one** example, assess the appeal of a cultural performance to tourists.

Chosen example .....

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.....[6]

[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), a news item about Emirates' flights from Dubai to Nigeria.

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

- the number of destinations in Africa served by Emirates in 2014

  .....

- the number of seats per week Emirates had made available to Nigeria in 2014

  .....

- the number of Emirates' flights per week in 2004 from Dubai to Lagos

  .....[3]

(b) Emirates is a scheduled airline offering passengers different classes of travel.

Describe **two** features of business class travel on an airline such as Emirates.

1 .....

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2 .....

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.....[4]

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(c) Explain **three** advantages to passengers of making their international journeys via a hub airport such as Dubai.

1 .....

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2 .....

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3 .....

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.....[6]

(d) Airline cabin crew are responsible for delivering front line customer service.

State **three** different types of training usually given to travel and tourism front line staff and in **each** case explain how customers are likely to benefit as a result.

Training 1 .....

How customers benefit .....

.....

.....

Training 2 .....

How customers benefit .....

.....

.....

Training 3 .....

How customers benefit .....

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.....[6]

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(e) Many travel agencies now offer a range of cheap flights.

Discuss the ways in which cheap flights are likely to be promoted to customers by a travel agency.

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[Total: 25]

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Question 4

Refer to Fig. 4 (Insert), information about Goulding's Tours in Monument Valley, Utah, USA.

(a) State **three** types of special interest tourist likely to visit Monument Valley.

1 .....

2 .....

3 .....[3]

(b) Monument Valley is a semi-arid environment with very hot summer temperatures.

With reference to Fig. 4 (Insert), identify and explain the **two** ways in which the tour vehicles are suitable for this climate.

1 .....

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2 .....

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.....[4]

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(c) Using information from Fig. 4 (Insert), identify and explain **two** ways in which Goulding's Tours has a positive socio-cultural impact on the destination.

1 .....

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2 .....

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.....[6]

(d) Many destinations have natural landscape features that have become tourist attractions.

Describe **three** ways in which such locations have been made accessible to visitors.

1 .....

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2 .....

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3 .....

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(e) Discuss the range of shopping facilities available to tourists in **one** destination of your choice.

Chosen destination .....

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.....[6]

[Total: 25]

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