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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

1639213237

TRAVEL AND TOURISM **0471/12**

Core Module **May/June 2017**

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 **11** printed pages, **1** blank page and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), information about Zambia.

(a) State the following geographical characteristics of Zambia:

whether Zambia is located to the north or south of the Equator

.....

the term that best describes the climate of Zambia

.....

the continent that Zambia is located in

..... [3]

(b) Identify the following:

the only lake situated solely in Zambia

.....

the name of the river running through Zambia

.....

the country situated on the western border of Zambia

.....

the capital of Zambia

.....[4]

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(c) Explain **three** reasons for the appeal of Zambia to international tourists.

1 .....

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2 .....

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3 .....

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..... [6]

(d) The Zambian Government has taken a number of strategies to encourage tourism growth.

Explain the likely benefit to the tourist of the following strategies taken by the Zambian Government:

KAZA Univisa .....

.....

.....

.....

infrastructure development on roads .....

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.....

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online visa application .....

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..... [6]

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(e) Assess the problems caused when destinations become dependent on tourism.

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..... [6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), an article about business tourism.

(a) State **three** characteristics of business tourists.

1 .....

2 .....

3 ..... [3]

(b) M.I.C.E. is an important component of business tourism.

State what is meant by M.I.C.E.

M .....

I .....

C .....

E ..... [4]

(c) Explain **three** benefits to business tourists of booking with specialist business travel agencies.

1 .....

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2 .....

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3 .....

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..... [6]

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(d) Describe **three** ways that hotels may provide for business tourists **during breakfast service**.

1 .....

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2 .....

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3 .....

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..... [6]

(e) Business tourists normally do not have the time to visit tourist attractions when travelling.

Other than visiting attractions, discuss the activities that business tourists may take part in which will benefit the local economy.

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..... [6]

[Total: 25]

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Question 3

Refer to Photograph A (Insert), a ticket barrier at an international railway station.

(a) Identify from Photograph A (Insert) **three** ways the railway station provides for passengers with special needs.

1 .....

2 .....

3 ..... [3]

(b) State **four** ways that travellers can check on departure and arrival times when at railway stations.

1 .....

2 .....

3 .....

4 ..... [4]

(c) Explain why the following skills are important for staff at major railway stations:

clear speech .....

.....

.....

.....

numeracy skills .....

.....

.....

.....

product knowledge .....

.....

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..... [6]

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(d) Explain why railway stations offer the following ancillary services for the customer:

café .....

.....

.....

.....

shops .....

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.....

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bureau de change .....

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..... [6]

(e) Many transport networks sell travel passes that allow tourists to travel on a variety of networks and transport types within one destination for a set period of time.

Discuss the appeal to international tourists of purchasing travel passes.

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..... [6]

[Total: 25]

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Question 4

Refer to Fig. 3 (Insert), information about Company X, a vertically integrated tour operator.

(a) Identify the following:

the expected percentage growth per year of the European outbound travel market

.....

the number of countries that Company X operates in

.....

the number of customers Company X has

..... [3]

(b) Define the following terms:

vertically integrated tour operator .....

.....

.....

.....

principals .....

.....

.....

..... [4]

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(c) Some Company X staff deal directly with customers.

Describe **three** procedures that staff may follow when handling customer enquiries.

1 .....

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2 .....

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3 .....

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..... [6]

(d) Explain **three** ways that tour operators can manage the seasonality of their sales.

1 .....

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2 .....

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3 .....

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..... [6]

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(e) Discuss the benefit to tour operators of selling their products through their own chain of travel agents.

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[Total: 25]

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