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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

2234136116

TRAVEL AND TOURISM **0471/13**

Core Module **May/June 2018**

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 shopping as a reason for travel.

(a) Identify the following:

- the number of international tourists to New York City

  .....

- the amount spent on shopping

  .....

- the continent that New York City is in

  .....

- the amount of sales taxes generated from shopping each year

  ..... [4]

(b) State the **three** main reasons for travel.

1 .....

2 .....

3 ..... [3]

(c) Describe **three** services that hotels might provide for shopping tourists.

1 .....

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2 .....

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3 .....

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..... [6]

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(d) Explain **three** ways that national governments can encourage the growth of tourism.

1 .....

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2 .....

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3 .....

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..... [6]

(e) Discuss the possible positive social and cultural impacts associated with selling traditional arts and crafts as souvenirs.

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..... [6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), information about tourism in Japan.

(a) Identify the following:

- the capital of Japan

  .....

- the name of the sea located north and west of Japan

  .....

- if local time in Japan is ahead of or behind London, UK

  .....

- the number of inbound tourists to Japan

  ..... [4]

(b) Tourists can travel to Japan independently or as part of a package holiday.

Describe the chain of distribution between tour operators and travel agents.

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..... [4]

(c) Describe how an increase in inbound tourism may lead to an increase in import leakage.

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..... [3]

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(d) Explain **three** roles of national tourism organisations such as the Japan National Tourism Organisation (JNTO).

1 .....

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2 .....

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3 .....

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..... [6]

(e) State **two** services that tour operators provide for their customers when at a destination.

1 .....

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2 .....

..... [2]

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(f) Assess the likely factors that have contributed to the growth of inbound tourism in Japan.

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..... [6]

[Total: 25]

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Question 3

Refer to Photograph A (Insert), a member of cabin crew demonstrating safety procedures.

(a) State **three** ways passengers onboard an aircraft are given safety instructions.

1 .....

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2 .....

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3 .....

..... [3]

(b) Explain **one** benefit to passengers of **each** of the following inflight services:

duty free shopping .....

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.....

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inflight magazine .....

.....

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..... [4]

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(c) Describe **one** service that airlines provide inflight for passengers with the following needs:

travelling with young children .....

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hearing difficulties .....

.....

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dietary needs .....

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..... [6]

(d) When arriving at an airport passengers may need to use connecting transport to get to their final destination.

Explain the benefit to international tourists of **each** of the following methods of transport found at airports:

taxi .....

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train .....

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local bus service .....

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..... [6]

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(e) Discuss the services provided by airlines for pilgrim tourists.

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..... [6]

[Total: 25]

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Question 4

Refer to Photograph B (Insert), a travel agency in Hanoi, Vietnam.

(a) Identify **four** services offered by the travel agency.

1 .....

2 .....

3 .....

4 ..... [4]

(b) State **three** ways that travel agents can provide information for their customers.

1 .....

2 .....

3 ..... [3]

(c) Travel agents sell many different products which appeal to different types of tourists.

Describe the following products offered by travel agents:

package holiday .....

.....

.....

.....

travel insurance .....

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airport transfer .....

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..... [6]

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(d) Tourists can book tours in many different ways.

Explain **three** likely reasons why tourists might use a local travel agent at their destination to book a tour.

1 .....

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2 .....

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3 .....

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..... [6]

(e) Assess the importance to travel agents of selling ancillary services.

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