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Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

6047924631

TRAVEL AND TOURISM **0471/13**

Core Module **May/June 2019**

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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1 Refer to Fig. 1.1 (Insert), information on Indian Railways' tours.

(a) Identify the following:

the capital of India .....

the continent that India is in .....

the island to the south of India .....

the river that runs through India .....

[4]

(b) Indian Railways' tours offer budget packages.

State **three** other tourism products that are aimed at budget tourists.

1 .....

2 .....

3 .....

[3]

(c) Explain **three** reasons for the appeal of the Indian Railways' tours.

1 .....

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2 .....

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3 .....

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[6]

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(d) Describe **three** ways Indian Railways' tours may help to preserve the local culture.

1 .....

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2 .....

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3 .....

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[6]

(e) Discuss the possible negative social and cultural impacts that may occur when tourists visit holy places.

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..... [6]

[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information on global tourism employment.

(a) State **four** direct tourism jobs.

1 .....

2 .....

3 .....

4 .....

[4]

(b) Explain **three** skills that are important when dealing with customers.

1 .....

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2 .....

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3 .....

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[6]

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(c) Explain how the local economy will benefit from increased tourism employment.

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..... [3]

(d) Explain **three** likely positive social and cultural impacts associated with tourism employment.

1 .....

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2 .....

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3 .....

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[6]

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(e) Discuss the negative economic impacts associated with tourism employment.

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..... [6]

[Total: 25]

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3 Refer to Fig. 3.1 (Insert), an advertisement for a customer service training course.

(a) State **three** customer types.

1 .....

2 .....

3 .....

[3]

(b) Describe **two** ways staff can show good body language when serving customers.

1 .....

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2 .....

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[4]

(c) Explain **one** benefit to travel and tourism organisations of **each** of the following methods of communicating with customers:

letter .....

.....

.....

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brochure .....

.....

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social media .....

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[6]

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(d) Understanding the needs and expectations of customers is essential in delivering good customer care.

Explain **three** expectations of business tourists.

1 .....

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2 .....

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3 .....

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[6]

(e) Assess the importance of tourism employees creating a good first impression.

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..... [6]

[Total: 25]

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4 Refer to Fig. 4.1 (Insert), information on a new bridge in Tanzania.

(a) State **three** types of public transport.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** ways that destinations can encourage tourists to use public transport.

1 .....

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2 .....

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3 .....

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[6]

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(c) Explain **three** likely economic impacts associated with increased investment in public transport.

1 .....

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2 .....

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3 .....

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[6]

(d) Describe **two** ways tourists are likely to benefit from the new bridge in Dar es Salaam, Tanzania.

1 .....

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2 .....

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[4]

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(e) Discuss the likely appeal of fly-drive package holidays.

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..... [6]

[Total: 25]

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