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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

2526814877

TRAVEL AND TOURISM **0471/11**

Core Module **October/November 2013**

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.

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 **10** printed pages, **2** blank pages and **1** Insert.

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Question 1

For Examiner's Use

Refer to Fig. 1 (Insert), a news item about tourism in Italy.

(a) Identify **three** visitor markets being targeted by the Italian Tourist Board.

1 .....

2 .....

3 ..... [3]

(b) State and explain **two** factors that are likely to encourage Italians to spend more on domestic tourism.

1 .....

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2 .....

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(c) The photograph in Fig. 1 shows some of Italy's historic buildings that attract visitors. Explain why many of these historic attractions have introduced the following services:

- a gift shop .....

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- tour guides .....

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- pre-bookable tickets .....

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[6]

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(d) The older parts and central areas of many historic cities have been pedestrianised (motor vehicles are not allowed). Explain **three** ways in which this may have helped to improve the visitor experience.

For Examiner's Use

1 .....

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2 .....

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.....[6]

(e) With reference to **one** visitor attraction with which you are familiar, discuss the ways in which it is accessible to disabled visitors.

Name of visitor attraction .....

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.....[6]

[Total: 25]

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Question 2

For Examiner's Use

Refer to Fig. 2 (Insert), a news item about tourism in El Salvador, Central America's least explored country.

(a) State the following:

- the term that best describes the climate of El Salvador

  .....

- whether local time in El Salvador is in advance of or behind GMT

  .....

- the name of the country that borders El Salvador to the east

  .....

[3]

(b) Identify **four** adventure tourism activities that thrill-seeking tourists can book through the travel company.

1 .....

2 .....

3 .....

4 .....[4]

(c) Identify and explain **three** ways in which the travel company is helping to promote **sustainable** tourism in El Salvador.

1 .....

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2 .....

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3 .....

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(d) Tourism development in countries such as El Salvador can create a variety of economic impacts. Explain why developing a resort hotel complex is likely to generate the following:

For Examiner's Use

- direct employment .....

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- indirect employment .....

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- import leakage .....

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[6]

(e) Assess the services provided by retail travel agencies that make them popular with leisure travellers.

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[Total: 25]

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Question 3

For Examiner's Use

Refer to Fig. 3 (Insert), a news item about Air Mauritius.

(a) Identify the **three** Asian destinations, apart from Shanghai, that are served by Air Mauritius.

1 .....

2 .....

3 .....[3]

(b) Air Mauritius operates scheduled air services to many destinations. In the table below circle the **four** operating characteristics that apply to long haul scheduled air services.

Operate regardless of load	Do not accept payment by credit card	Have one class of travel
Do not offer in-flight magazines	No free luggage allowance given	Run to a fixed timetable
Offer flexible ticketing	Do not carry unescorted minors	No in-flight food service provided
More than one class of travel	Provide luggage trolleys	Sell newspapers

[4]

(c) With reference to Fig. 3 (Insert), explain **two** reasons why Air Mauritius is introducing this new service to Shanghai.

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(d) The Mauritius Tourism Promotion Authority (MTPA) was established in 1996 and works in partnership with local organisations to promote Mauritius as a destination overseas. Explain **three** ways in which the MTPA is likely to promote tourism in Mauritius.

For Examiner's Use

1 .....

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(e) Discuss the reasons for the development of luxury spas in destinations such as Mauritius.

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[Total: 25]

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[Turn over

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Question 4

For Examiner's Use

Photographs A and B (Insert), show two recreational activities provided for guests staying at a resort hotel in the Middle East.

(a) In the table below circle **three** recreational activities usually offered free of charge to guests staying in large resort hotels.

water-skiing	climbing	paragliding
swimming	caving	sauna
white water rafting	gym	mountain biking

[3]

(b) Explain **two** ways in which the activity shown in Photograph B will appeal to families.

1 .....

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2 .....

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.....[4]

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(c) Explain **two** types of **customer service training** that the member of staff in Photograph A is likely to have undertaken.

For Examiner's Use

1 .....

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2 .....

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(d) Large resort hotels will sometimes be used as a venue for private functions, such as anniversary parties. Explain **three** services usually provided by hotels for the convenience of clients hosting these types of function.

1 .....

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(e) Discuss the reasons why hotels monitor their occupancy rates.

For Examiner's Use

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[Total: 25]

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