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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4913551494

TRAVEL AND TOURISM **0471/11**

Core Module **October/November 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 set of guidelines issued to managers of Tourist Information Centres (TICs).

(a) In the table below circle **three** ancillary services usually available in Tourist Information Centres (TICs).

car insurance	souvenirs	daily newspapers
accommodation booking	mobile phone rental	local fruit and vegetables
car hire	holiday insurance	maps

[3]

(b) Explain why TIC managers are advised to do the following:

- "Greet your staff in a friendly, pleasant manner."

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- "If you need to discipline staff, do it in private."

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- "Demonstrate good telephone etiquette."

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(c) TICs are usually sited in locations popular with visiting tourists.

Explain **two** factors which might make Photograph A (Insert), a good choice of location for a TIC.

1 .....

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.....[4]

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(d) TICs serve a variety of visiting tourists.

Define **each** of the following:

- international tourist

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- domestic tourist

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- day tripper

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- backpacker

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- staying tourist

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- VFR

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(e) Discuss the reasons why National Tourist Boards collect visitor statistics.

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.....[6]

[Total: 25]

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[Turn over

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Question 2

Refer to Fig. 2 (Insert), a news item about the Bishop Museum in Hawaii, USA.

(a) Identify from Fig. 2 (Insert), the following:

- the number of catalogued objects held at the museum

  .....

- the year the museum was founded

  .....

- the number of visitors attracted each year

  .....[3]

(b) With reference to Fig. 2 (Insert), identify and explain **three** ways in which the safety of visitors at the museum will have been improved by 2017.

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(c) The Bishop Museum "is dedicated to the study and preservation of the cultures and natural history of Hawaii and the Pacific region".

State and explain **three** ways in which the Bishop Museum is likely to fulfil this role.

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(d) The Bishop Museum wishes to change its opening hours.

State **two** promotional methods the museum could use to communicate this change, and give an advantage of using **each** method.

Method 1 .....

Advantage .....

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Method 2 .....

Advantage .....

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(e) With reference to **one** visitor attraction, assess its appeal to elderly visitors.

Name of attraction .....

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[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 3 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Continent B	
Sea C	

[3]

(b) State the following:

- the name of Line X

  .....

- whether January temperatures in Toronto will be higher or lower than January temperatures in Lisbon

  .....

- whether local time in Sydney is in advance of or behind local time in Mexico City

  .....

- the name of the cruise circuit usually visited by ships leaving from Miami

  .....[4]

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(c) São Paulo was one of the cities in Brazil used for the 2014 World Cup.

Explain the likely positive economic impacts that will have resulted from **each** of the following:

- stadium construction or rebuilding

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- an increase in the number of long-staying international visitors

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(d) International visitors going to Brazil for the World Cup is an example of sports tourism.

Complete the following table by stating **three** other types of specialised niche tourism classifications and provide a named example of each type.

Sports tourism has been completed for you as an example.

Type of Tourism	Example
Sports tourism	*Going to World Cup in Brazil*

[6]

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(e) In some destinations visitors have the opportunity to go on a lunch or dinner cruise on board a customised boat.

Assess the appeal of such cruises to tourists.

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[Total: 25]

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Question 4

Refer to Fig. 4 (Insert), a news item about flights between Perth in Australia and Doha in Qatar.

(a) Identify from Fig. 4 (Insert), the following:

- the number of aircraft currently in service with Qatar Airways

  .....

- the type of aircraft now used on the Perth-Doha route

  .....

- the number of destinations in Europe served by Qatar Airways

  .....[3]

(b) Australia is a more economically developed country (MEDC).

Explain **two** factors which are likely to have increased the demand by Australians for international travel.

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(c) With reference to Fig. 4 (Insert), identify and explain **three** ways in which Doha's Hamad International Airport meets the needs of passengers travelling with children.

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(d) Doha's airport is one of the many international airports in the world currently experiencing growth.

Explain **three** negative environmental impacts associated with airport growth and expansion.

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(e) Discuss the ways in which major international airports currently ensure the safety and security of passengers.

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[Total: 25]

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