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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

3061519801

TRAVEL AND TOURISM **0471/12**

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 Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **14** printed pages, **2** blank pages and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 1 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Ocean B	
Sea C	

[3]

(b) State the following:

- the name of Line X

  .....

- whether July temperatures in Anchorage will be higher or lower than July temperatures in Istanbul

  .....

- whether local time in Brisbane is in advance of or behind local time in San Francisco

  .....

- the term that best describes climatic conditions in Cairo

  .....[4]

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(c) Shanghai hosted the 2010 Expo World's Fair and the event attracted over 73 million people between May and October that year. The Shanghai Expo was held on the largest ever World's Fair site (5.28 square km). On 16 October 2010, the Expo set a record in the history of the event with over 1.03 million visitors on a single day.

Explain the positive economic impacts associated with **each** of the following:

- preparations for the event

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- the large number of international visitors attracted

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.....[6]

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(d) When major events are held in a destination, special arrangements are often put in place to allow visitors easier access to the host venue.

State **three** types of special arrangement and explain how **each** will improve accessibility.

1 .....

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2 .....

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3 .....

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.....[6]

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(e) Discuss the actions a tour operator needs to take in order to create an inclusive package tour to a major overseas event.

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.....[6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), visitor information about the Mt. Moriah Cemetery in Deadwood, South Dakota, USA.

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

- the name of the town in which Mt. Moriah Cemetery is located

  .....

- the length of time it takes to visit all the celebrity graves

  .....

- the cost of admission to Mt. Moriah Cemetery

  .....[3]

(b) With reference to Fig. 2 (Insert), identify and explain the **two** ways in which Mt. Moriah Cemetery is encouraging sustainable tourism.

1 .....

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2 .....

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.....[4]

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(c) Describe **three** ways in which staff employed at cultural visitor attractions can help enhance the visitor experience.

1 .....

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2 .....

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3 .....

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.....[6]

(d) Some international tourists are attracted to a destination because they want to experience a different culture from their own.

Explain **three** ways in which tourism can help support the host destination's traditional culture.

1 .....

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2 .....

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3 .....

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(e) Discuss the factors that make a destination successful.

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.....[6]

[Total: 25]

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Question 3

Dubai International Airport (DXB), as shown in photographs A, B and C (Insert), is one of the world's busiest airports and is used by many international travellers.

(a) State **three** functions of international bodies in the airline industry, such as IATA.

1 .....

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2 .....

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3 .....

.....[3]

(b) State **four** characteristics of long haul scheduled flights.

1 .....

2 .....

3 .....

4 .....[4]

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(c) Photographs A, B and C (Insert), show different services provided by Emirates for the convenience of its customers.

Identify and explain how the service shown in **each** photograph will help to meet the needs of particular customers.

- Photograph A

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- Photograph B

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- Photograph C

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(d) Explain **three** advantages to passengers of using taxis for their airport transfers.

1 .....

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2 .....

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3 .....

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(e) Many passengers passing through Dubai International airport will be following an itinerary prepared for them, usually by their travel agent.

Discuss the reference sources that a travel agent might use to draw up a customer's itinerary.

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[Total: 25]

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Question 4

Refer to Fig. 3 (Insert), information from a recent tourism survey in the Northern Territory region of Australia. The region contains Ayres Rock (Uluru National Park) and offers visitors a range of natural, cultural, historical and adventure experiences.

(a) Identify from Fig. 3 (Insert), the following:

- the number of international visitor nights spent in the region

  .....

- the percentage of international visitors to the region that are aged 65 or over

  .....

- the average international visitor length of stay

  .....[3]

(b) Suggest why **each** of the following is an important source market for Australia:

- the UK

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  .....

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  .....

- Japan

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  .....

  .....[4]

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(c) Many visitors to the region decide to self-cater and stay in serviced apartments or caravans.

Explain **three** advantages to staying visitors of self-catering accommodation.

1 .....

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2 .....

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3 .....

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.....[6]

(d) Explain **three** ways in which tourism might impact on a destination's natural environment.

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2 .....

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3 .....

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.....[6]

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(e) With reference to **one** natural landscape feature, discuss the ways in which it has been developed to appeal to tourists.

Name of chosen landscape feature .....

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[Total: 25]

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