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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

6746717209

TRAVEL AND TOURISM **0471/11**

Core Module **October/November 2017**

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 **11** printed pages, **1** blank page and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), information about Star Ferry, a ferry company in Hong Kong.

(a) Identify the following:

the number of passengers carried by Star Ferry per year

.....

the number of routes operated by Star Ferry

.....
[2]

(b) Hong Kong is located on China's south coast and is situated just south of the Tropic of Cancer.

State the climate of Hong Kong.

.....[1]

(c) Explain **two** ways that transport organisations, such as Star Ferry, can minimise their environmental impact.

1 .....

.....

.....

.....

2 .....

.....

.....

.....[4]

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(d) State **three** services that may be provided aboard international ferries and for **each** give **one** benefit to the passenger.

Service	Benefit

[6]

(e) Explain **three** ways that local people may be affected when transport services become popular with tourists.

1 .....

.....

.....

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2 .....

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3 .....

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.....[6]

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[Turn over

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(f) Discuss the benefit of looking at tourist reviews sites when planning journeys.

.....

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.....[6]

[Total: 25]

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Question 2

Photograph A (Insert), shows a catering facility situated at a tourist attraction.

(a) Identify **three** ways that the catering facility shown in photograph A is meeting customer needs.

1 .....

2 .....

3 .....[3]

(b) Explain how each of the following may improve the customer experience:

multi-lingual menus .....

.....

.....

.....

self-service fridges .....

.....

.....

.....

[4]

(c) Give **three** examples of details that a waiter would write on an order ticket and for **each** suggest **one** reason why the waiter might write it.

Detail	**Reason**

[6]

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(d) Explain **three** benefits to tourism organisations of providing catering facilities for their customers.

1 .....

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2 .....

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3 .....

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.....[6]

(e) Discuss how visitor attractions may appeal to school groups.

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.....[6]

[Total: 25]

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Question 3

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

(a) Identify the following:

the percentage of visitors that visit Alaska out of season

.....

the number of visitors arriving in Alaska by air

.....

the number of tourism jobs in Alaska

.....
[3]

(b) Visitors spend over US$1.83 billion in Alaska.

State **four** types of products and services that tourists might buy when in a destination.

1 .....

2 .....

3 .....

4 .....[4]

(c) Explain **three** factors that may discourage tourists from visiting Alaska in November.

1 .....

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2 .....

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3 .....

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.....[6]

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(d) Describe **three disadvantages** of jobs in the tourism industry.

1 .....

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2 .....

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3 .....

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.....[6]

(e) Discuss the ways that destinations can encourage tourists to arrive out of season.

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.....[6]

[Total: 25]

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Question 4

Refer to Fig. 3 (Insert), an itinerary for a tour to Damnoen Saduak Floating Market in Thailand.

(a) Identify the following:

the method of transport to and from Damnoen Saduak Floating Market

.....

the start time of the boat tour

.....

one suggested activity whilst at the Damnoen Saduak Floating Market

.....

[3]

(b) Explain **one** likely **positive** and **one** likely **negative** impact to the local population of the tour in Fig. 3 (Insert) being only a half-day tour.

negative impact .....

.....

.....

.....

positive impact.....

.....

.....

.....

[4]

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(c) Explain **three** benefits to tour operators of using local tour guides.

1 .....

.....

.....

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2 .....

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3 .....

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.....[6]

(d) Describe **three** features of a destination that may appeal to budget travellers.

1 .....

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2 .....

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3 .....

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.....[6]

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(e) Discuss the appeal of all-inclusive holidays to families.

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.....[6]

[Total: 25]

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