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Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

2996314965

TRAVEL AND TOURISM **0471/12**

Core Module **October/November 2018**

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 **13** printed pages, **3** blank pages and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), information about Thailand's tourism industry.

(a) Identify the following:

- the percentage increase in Thailand's visitor arrivals .....
- the capital of Thailand .....
- the amount these tourists spend .....

[3]

(b) Explain **two** likely reasons why Thailand's top 5 source markets are from Asia.

1 .....

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2 .....

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.....

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[4]

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(c) The Tourism Authority of Thailand (TAT) aims to attract tourists from the luxury market, who spend more and stay longer.

Explain **two** advantages and **two** disadvantages to Thailand of encouraging higher spending tourists.

Advantage 1 .....

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Advantage 2 .....

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Disadvantage 1 .....

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Disadvantage 2 .....

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[8]

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[Turn over

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(d) State **four** likely risks for tourists when in Thailand.

1 .....

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2 .....

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3 .....

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4 .....

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[4]

(e) Discuss the ways that the Tourism Authority of Thailand (TAT) could encourage tourists to stay longer.

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.....[6]

[Total: 25]

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Question 2

Refer to Photograph A (Insert), tourists queuing at immigration in Vancouver Airport, Canada.

(a) State **three** services provided at airports for inbound tourists.

1 .....

2 .....

3 .....

[3]

(b) Describe **three** ways that airports can manage large crowds of people.

1 .....

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2 .....

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3 .....

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[6]

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(c) When waiting in an airport travellers are provided with information about check-in desks, waiting times for flights and departure gates.

Explain **one** advantage to passengers of receiving information about flights in each of the following ways:

display boards .....

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.....

.....

announcements .....

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[4]

(d) Explain **three** benefits to passengers of checking-in online.

1 .....

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2 .....

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3 .....

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[6]

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(e) Discuss the benefits of booking a flight with a travel agent rather than online.

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.....[6]

[Total: 25]

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Question 3

Refer to Photograph B (Insert), a tourist checking-in at a hostel.

(a) Identify **three** services being provided for tourists checking-in to the hostel.

1 .....

2 .....

3 .....

[3]

(b) Describe **three** situations when staff at the hostel may use a diary to communicate with other employees.

1 .....

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2 .....

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3 .....

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[6]

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(c) Describe **three** characteristics of hostel accommodation.

1 .....

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2 .....

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3 .....

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[6]

(d) Checking-in to accommodation is likely to be the first experience that tourists have with the employees.

Explain **two** interpersonal skills required when working at a reception desk, such as the one shown in Photograph B.

1 .....

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2 .....

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[4]

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(e) Discuss the reasons why hostels might appeal to single travellers.

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.....[6]

[Total: 25]

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Question 4

Refer to Fig. 2 (Insert), information about the tourism industry in Azerbaijan.

(a) Identify **three** reasons for the appeal of Azerbaijan.

1 .....

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2 .....

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3 .....

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[3]

(b) Describe **three** likely developments to tourism infrastructure when a destination experiences an increase in international arrivals.

1 .....

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2 .....

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3 .....

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[6]

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(c) Explain the benefit to Azerbaijan's Tourism Authority of the following tourism promotion methods:

tourist information centres in other countries .....

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.....

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attending trade fairs .....

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.....

.....

brochures and leaflets distributed in other countries .....

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[6]

(d) Explain **one** advantage and **one** disadvantage of Azerbaijan having a growing number of international branded hotels.

Advantage .....

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.....

.....

Disadvantage .....

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[4]

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(e) One way to encourage tourism in an area is to host events such as food festivals or sporting events. Azerbaijan hosted the 2015 European Games.

Discuss the ways hosting events can help to encourage tourism in an area.

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.....[6]

[Total: 25]

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