www.dynamicpapers.com

Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

8204658349

TRAVEL AND TOURISM **0471/11**

Core Module **October/November 2019**

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.

© UCLES 2019

Cambridge Assessment International Education

www.dynamicpapers.com

1 Refer to Fig. 1.1 (Insert), information on tourism in the Caribbean.

(a) Identify the following:

the country that accounts for half of visitor arrivals to the Caribbean .....

the number of international visitors to the Caribbean .....

the climate of the Caribbean .....

the percentage increase in intra-Caribbean tourism .....

[4]

(b) In the table below circle the **three** Caribbean islands.

Mexico	Cuba
United States of America	Venezuela
Jamaica	Barbados

[3]

(c) Explain **three** likely ways that National Tourist Boards can encourage the growth of Caribbean tourism.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

© UCLES 2019

www.dynamicpapers.com

(d) Explain **three** likely reasons for the slow growth of intra-Caribbean tourism.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(e) Discuss the benefits to the Caribbean of attracting long-stay visitors.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

© UCLES 2019

[Turn over

www.dynamicpapers.com

2 Refer to Fig. 2.1 (Insert), information on the amount spent by international tourists.

(a) Identify the following:

the country shown in the chart that is in the continent of South America .....

the amount spent by tourists from China .....

one country in the chart that is in Europe .....

the amount spent by tourists from Australia .....

[4]

(b) Fig. 2.1 shows that Chinese tourists were the highest spenders.

Explain **two** likely reasons why Chinese tourists spend the most.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

(c) State the tourist type that is least price sensitive. Give **one** reason for this.

Tourist type: .....

Reason: .....

.....

.....

.....

[3]

© UCLES 2019

www.dynamicpapers.com

(d) Describe **three** ancillary services likely to be purchased by leisure tourists before travel.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(e) Tourism expenditure has a wider impact on the economy.

Discuss the likely **positive** tourism multipliers of a tourist staying in a locally owned and managed hotel.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

© UCLES 2019

[Turn over

www.dynamicpapers.com

3 Refer to Fig. 3.1 (Insert), information on Yokohama, Japan.

(a) State **three** types of cruises.

1 .....

2 .....

3 .....

[3]

(b) Describe the following negative economic impacts of tourism.

Import leakage .....

.....

.....

.....

Export leakage .....

.....

.....

.....

[4]

© UCLES 2019

www.dynamicpapers.com

(c) Destinations hosting large scale events, such as the Olympics, may need to improve the infrastructure before the event.

Explain **three** likely tourism infrastructure developments associated with hosting events.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(d) Explain **three** negative environmental impacts associated with cruise ships.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

www.dynamicpapers.com

(e) Cruise companies in the private sector are helping to fund the development of Yokohama port.

Discuss the reasons why private sector organisations invest in tourism infrastructure.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

© UCLES 2019

www.dynamicpapers.com

4 Refer to Fig. 4.1 (Insert), information on open-top sightseeing bus tours in Cape Town, South Africa.

(a) Identify the following:

the time of the last bus .....

the destination of the first bus .....

where tourists can purchase tickets from before getting on the bus .....

[3]

(b) Explain **three** benefits to tourists of using a sightseeing bus rather than public transport.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

© UCLES 2019

[Turn over

www.dynamicpapers.com

(c) Explain **three** ways sightseeing tour companies can manage the impacts of seasonality.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(d) Describe **two** personal presentation requirements likely for drivers of sightseeing tours.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

© UCLES 2019

www.dynamicpapers.com

(e) Discuss the benefit of sightseeing tour companies using social media as a way of promoting their services.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

© UCLES 2019

www.dynamicpapers.com

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.

© UCLES 2019