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Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

4541561228

TRAVEL AND TOURISM **0471/13**

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.

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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 .....

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2 .....

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3 .....

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[6]

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

1 .....

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2 .....

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[6]

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

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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.

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[6]

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

Tourist type: .....

Reason: .....

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[3]

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

1 .....

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[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.

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..... [6]

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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 .....

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Export leakage .....

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[4]

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(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.

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[6]

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

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[6]

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(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.

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[Total: 25]

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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 .....

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[6]

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

1 .....

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2 .....

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[6]

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

1 .....

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[4]

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

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[Total: 25]

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