UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

3735742986

TRAVEL AND TOURISM **0471/01**

Core Module **May/June 2011**

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 a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

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.

For Examiner's Use	
1	
2	
3	
4	
Total	

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Question 1

Refer to Fig. 1(a), photographs of a tourism development in Dubai. All new tourism developments can create different types of impact within a destination.



Fig. 1(a)

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(a) State and explain **three** negative environmental impacts likely to be caused by the development work shown in Fig. 1(a).

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(b) When the development work is complete, the destination expects to receive additional visitors. Explain **three** positive economic impacts that are likely to result from this increase in visitor numbers.

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(c) Dubai (25N, 55E) is located north of the Tropic of Cancer on the southern shore of the Arabian Gulf. State the following:

- whether local time in Dubai will be in advance of or behind local time in New York

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- the name of the ocean lying immediately to the south of the Arabian Gulf

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- the main reason why June, July and August are classed as low season in Dubai

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(d) Fig. 1(b) shows one of the many small shops in Dubai's Gold Souk (market). Suggest and explain **two** reasons why local markets, such as the Dubai Gold Souk, attract many visiting tourists.



Fig. 1(b)

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(e) Many leisure tourists will choose to take an organised sightseeing tour in their destination. With reference to **one** organised tour with which you are familiar, assess its appeal to visiting leisure tourists.

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Name of destination or tour: .....

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[Total: 25]

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Question 2

For Examiner's Use

Refer to Fig. 2, a recent news item about medical tourism.

India, an affordable option for medical tourists

India is becoming a popular medical destination following the availability of health care facilities that match international standards but which are offered at a fraction of the cost abroad.

The estimated number of international medical tourist arrivals to India in 2008 was 4.5 million compared with Singapore's 4.2 million and over a million in Thailand. 13 hospitals in India have been JCI (Joint Commission International) accredited. JCI is the US-based quality assessor that awards accreditation to hospitals outside the USA.

A study on medical tourism estimates that 750 000 Americans travelled abroad for health care in 2007 and the number is estimated to increase to 6 million by 2010. The study estimates that the global market for medical tourism is currently worth US$60 billion.

Heart surgery in India would cost around US$9 000 compared to US$75 000 in the USA. Similar savings apply to other treatments such as spine surgery and joint replacement.

Even with the costs of travel to India and related accommodation charges, patients would still pay much less for treatment than in the USA. This is leading to more American and European patients looking to India for their treatments.

Fig. 2

(a) With reference to Fig. 2, identify the **three** countries that are important destinations for tourists seeking medical treatment.

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(b) With reference to Fig. 2, identify and explain **two** reasons why many Americans seek medical treatment outside of the USA.

For Examiner's Use

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(c) Explain **three** marketing and promotion methods that are used by a country's national tourist board to increase the number of international leisure tourists.

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(d) Some destinations in Less Economically Developed Countries (LEDCs) have experienced a rapid increase in international visitor arrivals. Explain how **each** of the following is likely to occur because of this rapid growth:

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- water shortages in some local communities

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- a change in the country's traditional employment structure

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- the devaluing of local cultural traditions

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(e) With reference to **one** destination with which you are familiar, discuss the main features of the ***natural*** environment that appeal to leisure tourists.

For Examiner's Use

Name of chosen destination: .....

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[Total: 25]

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Question 3

For Examiner's Use

Refer to Fig. 3, a table of statistics about a major European low-cost budget airline.

	Previous 12 months ending in:		
	June 2009	**June 2008**	**Change**
Passengers	44 531 504	41 276 487	+7.9%
Load factor	85.2%	83.3%	+2.2%

Fig. 3

(a) Describe the main trends in the airline statistics shown in Fig. 3.

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(b) Other than low fares, state **three** characteristic features of the service provided by low-cost budget airlines.

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(c) For long journeys, many international travellers choose to fly with a full fare scheduled airline.

For Examiner's Use

Explain **three** ways in which passengers travelling in business class will enjoy advantages over those travelling in economy class.

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(d) Explain **three** in-flight services that full fare scheduled airlines usually provide for the benefit of younger passengers on long-haul flights.

For Examiner's Use

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(e) Discuss the reasons why it is important for airline cabin crew to work as a team.

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[Total: 25]

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Question 4

For Examiner's Use

Refer to Fig. 4, a customer receipt for a foreign exchange transaction.

International Exchange

Foreign Currency Purchase / Sales Receipt

RefNo.	: 09BTFC150045			**Date**	: 04/08/10
Account	: CASH ON HAND			**Payin Ccy**	: AED
Customer	: AAA - WALK IN CUSTOMER			**Mode**	: Cash

Type	Currency	FC Amount	Rate	Amount in AED
Purchase	GBP	100.00	6.1200000	612.00

Net Amount Payable : 612.00

Prepared By : KISHORE At : 04/08/10 4:09:00PM

Applicant's Signature **Cashier's Signature**

Main Office, Bur Dubai, P.O.Box 27630, Dubai, United Arab Emirates,
Tel: +971 4 324 6198, Fax: +971 4 3274554, Email: info@internationalexchange.com

info@internationalexchange.com

Subject to conditions overleaf

Fig. 4

(a) Identify the **two** currencies involved in the transaction.

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(b) Briefly explain why the daily exchange rate available to tourists will often vary between different foreign exchange offices/bureaux.

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(c) International Exchange has several branches. Explain **two** advantages to International Exchange of having a branch located within a large modern shopping mall.

For Examiner's Use

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(d) Explain why it will be important for foreign exchange staff to have the following personal skills:

- clear speech .....

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- numeracy .....

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[4]

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(e) Business tourists have different needs from leisure tourists and those visiting relatives and friends. Explain **three** ways in which hotels can meet the needs of **female** business tourists travelling alone.

For Examiner's Use

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For Examiner's Use

(f) Not all tourists will want to stay in 4/5* hotels. For **one** destination with which you are familiar, discuss the range of 'budget' or low cost accommodation that is available.

Name of chosen destination: .....

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[Total: 25]

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Question 2 © India's Medical Tourism; www.eturbonews.com.

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