UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0416421065

TRAVEL AND TOURISM **0471/01**

Core Module **May/June 2012**

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	
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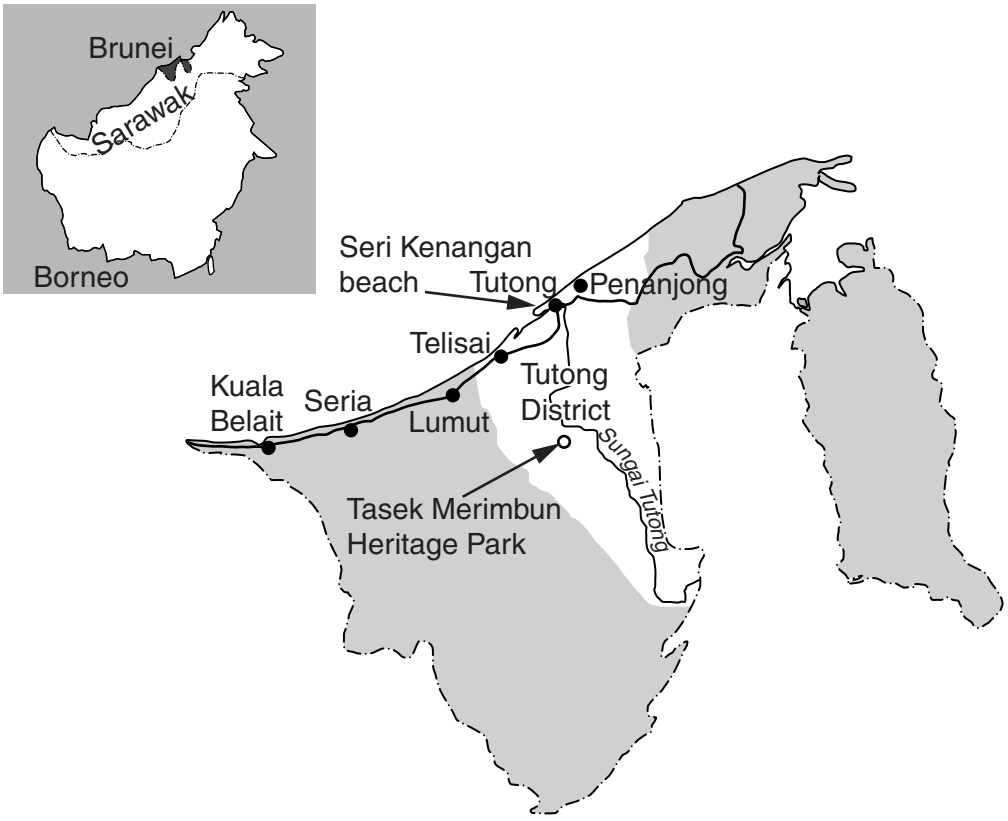
This document consists of **14** printed pages and **2** blank pages.

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Question 1

Refer to Fig. 1, a news item about tourism development in the Tutong District of Brunei.

Tourism potential in Tutong



Brunei is a small coastal state just 443 km north of the equator in the north-west corner of Borneo, bordered by Sarawak (Malaysia), which splits Brunei into two parts.

There is a high level of tourist potential in the Tutong District that is not being used to best advantage. For example, visitor numbers at the Tasek Merimbun Heritage Park, declared a National Heritage Site, are only 250 per year. Visitors to the park are mainly from Asian countries such as South Korea and Japan.

The Tutong District needs to promote experience-based tourism, using the District's natural environment. Examples of this could include:

- river cruises on the river Sungai Tutong
- surfing and kayaking at the beaches
- outdoor pursuits such as birdwatching and walks along the hilly Mukim Rambai area.

At present the most popular attraction in the Tutong District is the Seri Kenangan beach, located along Brunei's coastal highway.

Fig. 1

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(a) Identify **three** outdoor activities that might be developed in the Tutong District of Brunei.

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(b) State the following:

- the term that best describes climatic conditions in Brunei

  .....

- the name of the island on which Brunei is located

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- the most popular attraction in Brunei's Tutong District

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

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[4]

(c) Areas of outstanding natural beauty usually contain sites that act as 'honeypots', attracting large numbers of visitors. Explain **three** ways in which such 'honeypot' sites can be managed to prevent visitor congestion.

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(d) Business tourism is very important to some destinations. Describe what is meant by **each** of the following:

For Examiner's Use

- meetings .....

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- conferences .....

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- exhibitions .....

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[6]

(e) Discuss the reasons why most international travel and tourism providers now have their own Internet websites.

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Question 2

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Refer to Fig. 2, a photograph showing the type of performance that might be staged for guests staying at a large resort hotel in South Africa.



Fig. 2

(a) Describe **two** ways in which the performance is likely to be of **cultural** appeal to visiting tourists.

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(b) Guests staying at larger hotels usually have a choice of places to eat and drink.

For Examiner's Use

State **three** characteristics of a 'fine dining' restaurant.

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(c) Members of staff working together is known as team-work. Team-work is important for the effective delivery of customer service in hotel restaurants. Describe how **each** of the following job roles involves team-work:

- waiting staff .....

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- kitchen staff .....

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- bar staff .....

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[6]

(d) Many hotel guests will take part in an organised sightseeing trip or excursion during their stay. Identify **three** ways in which such activities can be booked and briefly explain why an international leisure traveller would find **each** booking method helpful.

For Examiner's Use

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(e) Many destinations hold special events that attract leisure tourists, such as a carnival or sports event. With reference to **one** special event with which you are familiar, discuss its appeal to visiting leisure tourists.

Name of chosen special event .....

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Question 3

For Examiner's Use

Refer to Fig. 3, a news item about the growth of tourism in Cambodia in 2010.

> Tourist arrivals in Cambodia increased by about 12% in the first six months of 2010, according to its national tourist board statistics. Tourists from Asia accounted for a large number of visitors. The largest numbers of visitors came from Vietnam, South Korea and Japan.
>
> The President of the Cambodia Association of Travel Agents said that visa agreements and an increase in flights would be important factors in attracting even more tourists to Cambodia. He said that airlines such as Bangkok Airways and Air Asia would increase their flights during the peak season, including more direct flights. The national airline recently announced plans to buy two new planes in order to open routes to Japan, China and South Korea.
>
> Cambodia's visitor numbers may continue to grow because better infrastructure is being introduced.

Fig. 3

(a) Identify Cambodia's **three** largest tourism markets.

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(b) Explain **two** likely reasons why Cambodia's national airline plans to open new routes to China.

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(c) Explain **three** positive economic impacts that are likely to result from the creation of an improved tourism infrastructure.

For Examiner's Use

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(d) Air Asia is an example of a low-cost airline.

For Examiner's Use

Explain **how** the characteristics of low-cost airlines, such as Air Asia, can:

- serve poorly connected destinations .....

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- reduce fares .....

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(e) Discuss the reasons why national tourist boards collect visitor statistics.

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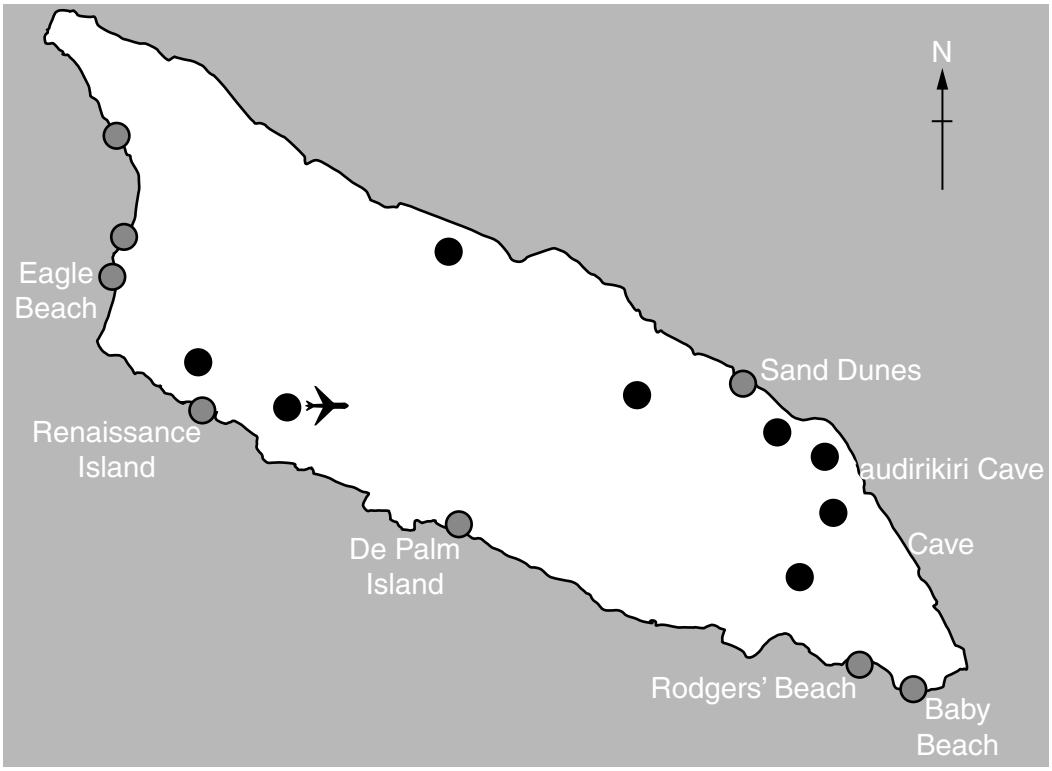
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Question 4

Refer to Fig. 4, a map and information about the island of Aruba.

Aruba is located in the southern Caribbean, 15 miles off the coast of Venezuela. It is 19.6 miles long and 6 miles across at its widest point.



Travel to Aruba from the USA, Canada, South America, Europe and the Caribbean is possible with most major carriers, either non-stop or with convenient connections. A passport is required. American, Canadian, and EU citizens do not require visas, nor do most South Americans.

The modern Reina Beatrix Airport, with its shops, restaurants and facilities, has won many international awards. Travellers returning to the USA will pass through US Immigration and Customs upon their departure, so they can pick up their baggage and go when they arrive at their final destination.

Getting around Aruba is quick and easy. The bus service to and from the capital Oranjestad and resort areas is reliable and cheap. Taxis are always available and have set rates. Many visitors rent a car for at least one day to see the sights beyond resort areas. While many tour in the comfort of an air-conditioned motor coach, the more daring may prefer a jeep or all-terrain vehicle.

Fig. 4

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For Examiner's Use

(a) Identify the following:

- whether most beach resorts are found along the northern or southern shores of the island .....
- the name of Aruba's airport .....
- the name of Aruba's capital .....

[3]

(b) Explain **three** likely advantages to leisure travellers of staying in a private villa rather than a large resort hotel.

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(c) Identify and explain **two** ways in which Aruba has made it easy for tourists from the United States to visit the island.

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(d) Aruba is an island destination. Explain **three** ways in which a natural coastline can be developed for outdoor tourism activities.

For Examiner's Use

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(e) Discuss the reasons why the price of a package holiday to any destination is likely to vary throughout the year.

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Question 3 Figure 3	© ADAPTED; http://www.phnompenhpost.com/index.php/2010072640779/Business/tourist-arrivals-surge-past-ministry-forecast.html
Question 4	© ADAPTED; www.aruba.com/TraveltoAruba/maps.aspx.

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