UNIVERSITY OF CAMBRIDGE INTERNATIONAL EX
International General Certificate of Secondary Educati

CANDIDATE
NAME

CENTRE
NUMBER

CAN
NUMBER

4266283763

TRAVEL AND TOURISM **0471/01**

Core Module **May/June 2013**

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.

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 **12** printed pages and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), a world map showing the location of two desti
numbers of international tourists.

(a) Name the following:

- sea A

  .....

- line of latitude B

  .....

- capital city shown as destination C

  .....

- small nation state shown as destination D

  .....

- the term that best describes climatic conditions at destination D

  .....

[5]

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(b) International tourists can be classified according to their mai
and give an example of the following:

- medical tourism .....

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- ecotourism .....

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- religious tourism .....

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[6]

(c) Many leisure tourists visit historic sites during their holidays. Fig. 2 (Insert) is a photograph taken at the entrance of an ancient Egyptian temple in Luxor. Identify and explain the **two** ways in which visitor movement is managed at the site to avoid negative environmental impacts.

1 .....

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2 .....

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.....[4]

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(d) Local people often sell traditional craft items outside popular
two ways in which the sale of local souvenirs promotes the c

1 .....

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2 .....

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.....[4]

(e) Discuss the reasons why some visitor attractions request that coach groups make bookings prior to their arrival.

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.....[6]

[Total: 25]

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Question 2

Refer to Fig. 3 (Insert), information about a hotel in the alpine resort of

(a) Tourism in Mürren is seasonal. Using only information from F

- **two** winter outdoor activities

  1 .....

  2 .....

- **one** summer outdoor activity .....

[3]

(b) The hotel offers guests a choice of accommodation. State **four** ways in which an apartment is likely to differ from a standard hotel room.

1 .....

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2 .....

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3 .....

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4 .....

..... [4]

(c) Describe fully how the hotel's restaurant is likely to be organised for the service of the following meals:

- breakfast buffet .....

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- set evening meal .....

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[6]

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(d) Explain **three** advantages to tourists of using a range of we making their travel arrangements.

1 .....

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2 .....

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3 .....

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.....[6]

(e) Assess the ways in which **one** destination with which you are familiar has extended its tourist season.

Name of destination.....

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.....[6]

[Total: 25]

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Question 3

(a) Refer to Fig. 4 (Insert), photographs taken by leisure tourists t sightseeing tour on the Caribbean island of St. Lucia. The he the town of Castries, which is close to most of St. Lucia's hot Identify and explain **two** ways in which the tour's operator is health and safety.

1.....

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2.....

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.....[4]

(b) Most passengers will book sightseeing tours with staff at the tour desk in their hotel or with shore excursions staff on-board their cruise ship. Fig. 5 (Insert), shows a typical chain of distribution for tourism products. Describe and explain the relationship between operators of local tours and hotels/cruise ships.

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(c) Refer to Fig. 6 (Insert), information about St. Lucia's ferry ter

(i) Identify the following:

- the island destination served by the ferry from St. L

  .....

- the size of the ferry terminal

  .....

- the passenger seating capacity of the terminal

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[3]

(ii) Explain how the ferry terminal provides passengers with the following:

- an accessible location .....

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- a comfortable environment .....

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[6]

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(d) With reference to **one** destination with which you are fam sociocultural impacts of tourism.

Name of destination .....

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..... [6]

[Total: 25]

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Question 4

Refer to Fig. 7 (Insert), information about a new Jumeirah Group hotel

(a) Identify and explain **three** ways in which the Jumeirah Him appeal to business tourists.

1 .....

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2 .....

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3 .....

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.....[6]

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(b) The Jumeirah Group currently employs over 10000 memb different countries. Suggest and explain **three** types of traini staff in front-line customer service roles.

1 .....

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2 .....

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3 .....

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.....[6]

(c) One of the features of the Jumeirah Group is its outstanding customer service. Describe how a member of the waiting staff in a Jumeirah restaurant will be expected to respond to a guest asking for an item not listed on the menu.

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.....[3]

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(d) Sometimes hotel guests will complain about the service they below circle the **four** most appropriate ways in which a m should handle such complaints.

Ask the guest to go to Reception.	Offer an apology.
Listen carefully to the guest.	Ask a colleague f
Call a porter.	Tell the guest the
Send the guest to their room.	Send the guest to the bar.
Never argue with a guest.	Ask the guest if they would like a taxi.
Walk with the guest to the pool.	Agree a solution with the guest.

[4]

(e) Assess the services that are provided by many international resort hotels for couples getting married overseas.

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[Total: 25]

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