Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

9963581065

TRAVEL & TOURISM **0471/11**

Paper 1 Core Paper **May/June 2021**

2 hours

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.

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[Turn over

Question 1

Refer to Fig. 1.1 (Insert), information about tourism in Ghana.

(a) Tourist destinations are considered to be amalgams of tourism services and experiences.

State **three** components of a tourist destination as an amalgam.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** benefits to tourists of accommodation grading.

1 .....

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2 .....

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[4]

(c) Explain **three** likely reasons why Ghana's largest source market for leisure tourists is Nigeria.

1 .....

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2 .....

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3 .....

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[6]

(d) Explain **three** likely reasons why Ghana wants to attract more tourists from Europe.

1 .....

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2 .....

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3 .....

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[6]

(e) Discuss the importance to developing destinations of having a good transport infrastructure.

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..... [6]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about winter sun holidays for UK tourists.

(a) State the following:

the capital city of the UK .....

the continent that Jamaica is in .....

the continent that Egypt is in .....

the ocean that surrounds the Canary Islands .....

the ocean to the west of Mexico .....

[5]

(b) Describe what is meant by the following terms:

package holiday: .....

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independent holiday: .....

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[4]

(c) Explain **three** likely reasons for the increase in the number of UK tourists taking winter sun holidays.

1 .....

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2 .....

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3 .....

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[6]

(d) Tourism contributes to a country's balance of payments.

Explain **two** ways an increase in outbound tourism will have a negative impact on a country's balance of payments.

1 .....

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2 .....

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[4]

(e) Discuss how an increase in winter tourism can benefit tourism in the Canary Islands and Egypt.

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..... [6]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about a city cycle tour in Vancouver, Canada.

(a) State **three** methods of public transport tourists can use when in a city destination.

1 .....

2 .....

3 .....

[3]

(b) When tourists are at a destination, tour companies will use a variety of promotional methods to make tourists aware of their products and services.

Explain **one** benefit to tourists of each of the following promotional methods:

leaflet .....

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app .....

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billboard .....

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[6]

(c) Explain **two** likely reasons why the cycle tour shown in Fig. 3.1 is only available from May to September.

1 .....

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2 .....

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[4]

(d) City Cycle Tours have received a complaint about the professional conduct of a tour guide.

Explain **three** actions City Cycle Tours should take when handling the complaint.

1 .....

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[6]

(e) Discuss the reasons why city destinations encourage the use of sustainable transport methods.

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..... [6]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), a photograph of a tourist taking part in a traditional festival in India.

(a) State **three** cultural attractions, other than traditional dances and festivals.

1 .....

2 .....

3 .....

[3]

(b) Explain **three** likely negative social and cultural impacts of traditional dance being used as an attraction.

1 .....

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2 .....

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3 .....

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[6]

(c) National governments write the tourism policy for their country.

In the table below identify with a tick (✓) which of the government aims are economic, political, socio-cultural or environmental.

Government aims	Economic	Political	Socio-cultural	Environmental
improve the reputation of the country				
conserve natural resources				
develop a sense of pride in national identity				
create employment				

[4]

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(d) Explain **three** actions tourists can take to minimise their negative social and cultural impacts when at a destination.

1 .....

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2 .....

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[6]

(e) Assess the role of tour operators in managing social and cultural impacts.

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[Total: 25]

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