Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

6710901720

TRAVEL & TOURISM **0471/12**

Paper 1 Core Paper **May/June 2023**

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

(a) Identify the following:

the number of jobs supported by cruise ships in Alaska .....

the month the peak tourist season ends .....

the number of tourists who visit Alaska in the peak season .....

[3]

(b) Describe **two** reasons why Alaska has a short tourist season.

1 .....

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.....

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2 .....

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[4]

(c) Explain **three** reasons for the appeal of cruises.

1 .....

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2 .....

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3 .....

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[6]

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(d) Explain **three** positive economic impacts of tourism.

1 .....

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2 .....

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3 .....

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[6]

(e) Evaluate the impact on Alaska of being overdependent on cruise tourism.

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..... [6]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), a photograph of a visitor information desk in Singapore.

(a) State **three** applications of technology likely to be used at visitor information desks.

1 .....

2 .....

3 .....

[3]

(b) State **four** procedures for handling complaints.

1 .....

.....

2 .....

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3 .....

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4 .....

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[4]

(c) Explain **three** personal presentation requirements for staff working at visitor information desks.

1 .....

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2 .....

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3 .....

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[6]

(d) Explain why the following skills are important for staff dealing with customer enquiries:

clear speech .....

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literacy skills .....

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[6]

(e) Assess the importance of customer care policies in travel and tourism.

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..... [6]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), information about cycling tourism in Crete.

(a) Other than cycling, state **three** types of transport tourists can use when travelling around a small island destination.

1 .....

2 .....

3 .....

[3]

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

tour operator .....

.....

.....

.....

destination .....

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[4]

(c) Describe **three** ways international tourists might get information about the cycling routes in Rethymno.

1 .....

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2 .....

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3 .....

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[6]

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(d) Explain **three** positive environmental benefits to destinations of developing cycling tourism.

1 .....

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2 .....

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3 .....

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[6]

(e) Discuss the importance of destinations having a range of accommodation services available to tourists.

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..... [6]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), a photograph of a guided tour at Lesedi cultural village in Johannesburg, South Africa.

(a) (i) State **two** ways tourists can purchase a guided tour.

1 .....

2 .....
[2]

(ii) A guided tour is an ancillary service.

State **two** other ancillary services.

1 .....

2 .....
[2]

(b) Identify the types of tourists described below:

a tourist who visits a tourist attraction and returns home on the same day

.....

a tourist who travels to attend a conference

.....

a family who take a one week beach holiday

.....
[3]

(c) Explain **three** reasons for the appeal of guided tours.

1 .....

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2 .....

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3 .....

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[6]

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(d) Explain **three** positive social and cultural impacts of tourism.

1 .....

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2 .....

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3 .....

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[6]

(e) Assess the role of travel agents in the travel and tourism industry.

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..... [6]

[Total: 25]

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