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TRAVEL & TOURISM **0471/11**

Paper 1 Key Terms and Concepts **May/June 2025**

1 hour 30 minutes

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 80.
- 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

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

(a) Identify the following:

the number of business trips to Germany .....

the number of business trips to France .....

the number of business tourists to Germany .....

[3]

(b) State the term used to describe all the different types of business travel.

..... [1]

(c) Describe **two** ways events and conferences can be sustainable.

1 .....

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2 .....

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[4]

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(d) Explain how the following challenges are likely to affect demand for business tourism:

rising prices .....

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staff shortages .....

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[6]

(e) Evaluate the reasons why most business tourism takes place in urban destinations.

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..... [6]

[Total: 20]

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2 Refer to Fig. 2.1 (Insert), a photograph of tourists at a homestay.

(a) Define the following terms:

self-catering .....

.....

occupancy rate .....

.....

[2]

(b) State **two** types of destinations.

1 .....

2 .....

[2]

(c) Describe **two** ways tourism organisations can overcome the issue of perishability.

1 .....

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2 .....

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[4]

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(d) Explain **three** reasons for the appeal of homestay accommodation.

1 .....

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2 .....

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[6]

(e) Evaluate the importance of tourists respecting customs when at a destination.

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[Total: 20]

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3 Refer to Fig. 3.1 (Insert), information about the resilience of tourism in Jamaica.

(a) Define the term 'resilience'.

.....

..... [1]

(b) State **three** types of special interest travel.

1 .....

2 .....

3 .....

[3]

(c) Explain **two** reasons for the appeal of cruise holidays.

1 .....

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2 .....

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[4]

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(d) Explain **three** likely reasons why the Jamaican government and JTB wanted the country to remain open for tourism throughout the pandemic.

1 .....

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2 .....

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[6]

(e) Evaluate the importance of governments setting objectives for tourism.

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..... [6]

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4 Refer to Fig. 4.1 (Insert), a photograph of a wheelchair user being helped onto a train.

(a) State **two** examples of good personal presentation.

1 .....

2 .....

[2]

(b) State **two** types of rail transport.

1 .....

2 .....

[2]

(c) Explain **two** ways transport providers can meet the needs of customers with limited mobility.

1 .....

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2 .....

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[4]

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(d) Evaluate how the following make public transport more appealing:

contactless payments .....

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dedicated bus lanes .....

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[6]

(e) Evaluate the importance of tourism staff providing good customer service to different customer types.

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..... [6]

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