UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4880484841123

TRAVEL AND TOURISM **0471/01**

Core Module **October/November 2011**

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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Total	

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UNIVERSITY of CAMBRIDGE International Examinations

Question 1

For Examiner's Use

Refer to Fig. 1, a news item about tourism in São Paulo, Brazil.

São Paulo, Brazil, never saw so many tourists: 11 million

São Paulo, Brazil's largest city and the main economic hub in the country, received 11 million tourists in 2009, 2.8% higher than recorded in 2008. São Paulo received 9.3 million Brazilian tourists and 1.7 million foreigners in 2009. Visitors spent US$3.5 billion, which is 2.5% more than in 2008.

The main reasons for foreigners' visits were:

- business (57.2%)
- visits to relatives and friends (20.7%)
- leisure (13.6%).

The main reason for domestic tourism was to visit relatives and friends. These domestic visitors mainly use buses to come to the city, followed by aircraft and their own cars. The average spending was US$408 per domestic tourist and the month in which the greatest number of tourists came was December.

In the hotel sector, the average occupation was 68.5% in 2009. The average daily spend in hotel fees was US$68.

Fig. 1

(a) With reference to Fig. 1, identify the following:

- the number of foreign tourists visiting São Paulo in 2009

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- the percentage of foreign visitors in 2009 that were leisure tourists

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- the most popular month for visits by domestic tourists

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- the average daily amount spent by all visitors on hotel accommodation in 2009.

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[4]

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(b) Outline **three** likely reasons to explain why the average amount spent by foreign visitors to São Paulo is nearly US$100 more than the average amount spent by domestic visitors.

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(c) With reference to Fig. 1, identify the **three** most commonly used methods of transport for domestic tourists visiting São Paulo.

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(d) Explain **three** in-flight services that are provided by long-haul international carriers for the benefit of business class passengers.

For Examiner's Use

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(e) All international airports have good transport links. For **one** airport with which you are familiar, evaluate the forms of transportation that make it accessible to the destination it serves.

For Examiner's Use

Name of chosen airport .....

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[Total: 25]

Question 2

For Examiner's Use

Refer to Fig. 2, a news item about Mauritius' tourism in 2009.

Mauritius' tourism receipts down

Mauritius saw an 18% decline in tourism receipts in the first half of 2009 as the global economic downturn discouraged visitors. Mauritius, which is best known for its azure waters, white beaches and luxury spas, has run an aggressive international marketing campaign while its hotels have offered big discounts as the country tries to maintain market share.

Arrivals from Europe fell by 6.9%, led by a 19.1% decline in German arrivals, a 14.3% decline in Italian arrivals and a 6.9% fall in visitors from Britain. France, which is Mauritius' leading market, was the exception with a 2.0% increase.

Fig. 2

(a) With reference to Fig. 2, identify **three** European markets that have shown a decrease in visitors.

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(b) With reference to Fig. 2, identify and explain the major strategy adopted by many local hotels to maintain their occupancy rates.

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(c) Explain **two** factors that are likely to have contributed to the overall decline in visitor numbers to Mauritius.

For Examiner's Use

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(d) Mauritius is located at 20S, 57.5E, approximately 2000 kilometres off the south eastern coast of Africa and lies east of Madagascar. State the following:

- the term that best describes the climate of Mauritius

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- whether local time in Mauritius is in advance of or behind local time in Singapore

  .....

- whether the month of December is winter or summer in Mauritius

  .....

- the climatic hazard most likely between December and March.

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[4]

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[Turn over

(e) Island destinations, such as Mauritius, offer visiting tourists a range of watersport activities. State and explain **three** negative environmental impacts that can result from the development of watersport activities in such destinations.

For Examiner's Use

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(f) Discuss the reasons why many 5* international hotels have made sports and fitness facilities part of their leisure service provision.

For Examiner's Use

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[Total: 25]

Question 3

Refer to Fig. 3, a promotional leaflet for Lapland Travel holidays in Lapland.



2 Day Lapland Tour

This tour is based in the traditional Lapland resort of Suomu, part of a wilderness region of natural forests, streams and lakes.

Day 1 Depart from your chosen airport to Rovaniemi Airport where you will be transferred to Suomu. After collecting your overgarments and boots you will be able to settle in at your hotel or cabin. Join us for some snowgames in the evening.

Day 2 The search for Santa Claus will commence with a transfer by skidoo and sleigh to a secret location where many activities await you. Try the gentle reindeer sleigh ride or the thrill of the husky ride. Drive a snowmobile and meet Santa Claus to discuss your Christmas wishes. After lunch at Suomu, we will visit a small theme park located underground, close to the Arctic Shopping Centre where we will also stop to buy souvenirs prior to your flight back home.

Fig. 3

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(a) With reference to Fig. 3, identify and describe the **three** components of the "2 Day Lapland Tour" package holiday product.

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(b) Explain **two** ways in which the advertised package will appeal to families with children.

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(c) With reference to Fig. 3, identify **three** methods used to promote the advertised package.

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(d) State **three** ancillary services usually sold by travel agencies and explain how **each** is likely to be of benefit to a leisure traveller booking a package holiday.

For Examiner's Use

Service .....

Benefit .....

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Service .....

Benefit .....

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Service .....

Benefit .....

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(e) With reference to **one** example with which you are familiar, discuss how a river, lake or inland waterway has been developed for tourism purposes.

Name of chosen river/lake/waterway .....

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[Total: 25]

Question 4

For Examiner's Use

Refer to Fig. 4, three photographs taken in South Africa by different types of leisure tourist.



Photograph A



Photograph B



Photograph C

Fig. 4

(a) Complete the following table by identifying the photograph most likely to have been taken by each type of leisure tourist.

Type of leisure tourist	Photograph
Tourist visiting a built attraction	
Tourist on an adventure tourism holiday	
Tourist on a guided safari tour	

[3]

(b) Fig. 5 shows local souvenirs on sale outside a South African visitor attraction.

For Examiner's Use



Fig. 5

Explain **three** positive impacts that the sale of souvenirs will have on the local host community.

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(c) Not all encounters between tourists and the host population are positive. Explain **three** ways in which the 'demonstration effect' can result in a negative social/cultural impact on a local host population.

For Examiner's Use

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(d) Explain **two** ways in which built attractions can manage visitor arrivals to prevent congestion.

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(e) Many international visitor attractions employ staff to act as guides. Discuss the main skills that such employees will be expected to possess.

For Examiner's Use

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[Total: 25]

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