UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

3152120242

TRAVEL AND TOURISM **0471/01**

Core Module **October/November 2012**

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	
1	
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Total	

This document consists of **17** printed pages and **3** blank pages.

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Question 1

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Refer to Fig. 1, a news article about Rio de Janeiro, Brazil.

Tourists usually avoid Rio de Janeiro's poor areas (shanty towns) but now city officials are inviting tourists to visit. Santa Marta became the first community in a programme meant to promote tourism in poor neighbourhoods that are home to unique music and artwork.

The programme, 'Rio Top Tour: Rio de Janeiro in a Different Perspective', also rewards communities like Santa Marta that have been cleared of the violent gangs that have made Rio's crowded hillsides dangerous.

Santa Marta residents will be trained to work as tourist guides, and street signs in English will be posted throughout the shanty town of some 5 000 people. It will have about 30 attractions such as the place where Michael Jackson filmed a video, a samba school and works of local artists, as well as a view point over the city.

'Rio won't be known only for the Christ the Redeemer statue, the Sugar Loaf Mountain or the Copacabana and Ipanema beaches,' Brazil's Tourism Minister, Luiz Barreto, said.

The programme has been created by federal and state authorities and includes a marketing campaign and information booths posted in more traditional tourist spots.

President Luiz Inacio Lula da Silva visited Santa Marta to launch the programme officially, and said he intends to spread the programme to other poor communities in Rio and across Brazil.

Fig. 1

(a) Identify **three** tourist attractions to be found within the Santa Marta district.

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(b) Explain **three** ways in which social conditions in Santa Marta are likely to improve as a result of the 'Rio Top Tour' programme.

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(c) 'Slum tourism' is one of a number of niche markets where operators offer specialised travel packages catering for specific tourist requirements. Other niche markets include:

adventure tourism

medical tourism

ecotourism

religious tourism

Complete the following table by identifying the most likely niche market for **each** of the listed travel packages.

Travel package	Niche market
A stay at the Venetian Macao Resort Hotel for dental implants at the Malo Clinic.	
A trip to New Zealand to go black-water rafting in the Waitomo caves.	
Christmas Eve visit to Bethlehem's Manger Square and Church of the Nativity.	
A trip to see the volcano and hot springs in Costa Rica's Arenal National Park.	

[4]

(d) Leisure tourists often take part in recreational activities whilst they are on holiday. State **three** outdoor recreational activities that are popular with holidaymakers and briefly describe how **each** activity can be influenced by the weather.

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(e) Many leisure tourists choose to stay at an 'all-inclusive' resort. Discuss how all-inclusive resorts may result in negative economic impacts for the destination.

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[Total: 25]

Question 2

Refer to Photographs A, B and C that were taken at the Mac Mac Falls in Mpumalanga, South Africa.



Photograph A



Photograph B



Photograph C

© UCLES 2012

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(a) Identify **three** ways in which the Mac Mac Falls have been developed as a tourist attraction.

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(b) Explain **two** ways in which this site should be developed to make it more accessible for disabled visitors.

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(c) Explain **three** ways in which tourism development in areas of outstanding natural beauty can create **positive** environmental impacts.

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(d) Many leisure travellers interested in visiting sites of outstanding natural beauty, such as the Mac Mac Falls, will go to a local Tourist Information Centre (TIC) for help and advice.

The table below shows information sources usually provided by a TIC.

Complete the table by describing how a visitor to the Mac Mac Falls might make use of each information source.

Information source	How the visitor makes use of the source
Map	
Transport timetable	
Leaflet	
Guide book	
Member of staff	
Touch screen display	

[6]

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(e) Discuss the reasons why travel and tourism employees, such as tourist information staff, are expected to have high standards of personal presentation.

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[Total: 25]

Question 3

For Examiner's Use

Refer to Fig. 2 opposite, a world map and a data table showing the Top 10 airports for international tourism arrivals.

(a) State the following:

- the name of continent A

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- the name of ocean B

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- the name of line of latitude C

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- the name of airport D

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- the name of airport E

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- whether local time in Madrid will be in advance of or behind local time in Singapore

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[6]

(b) Outline **three** reasons to explain why six of the Top 10 airports in Fig. 2 are in Europe.

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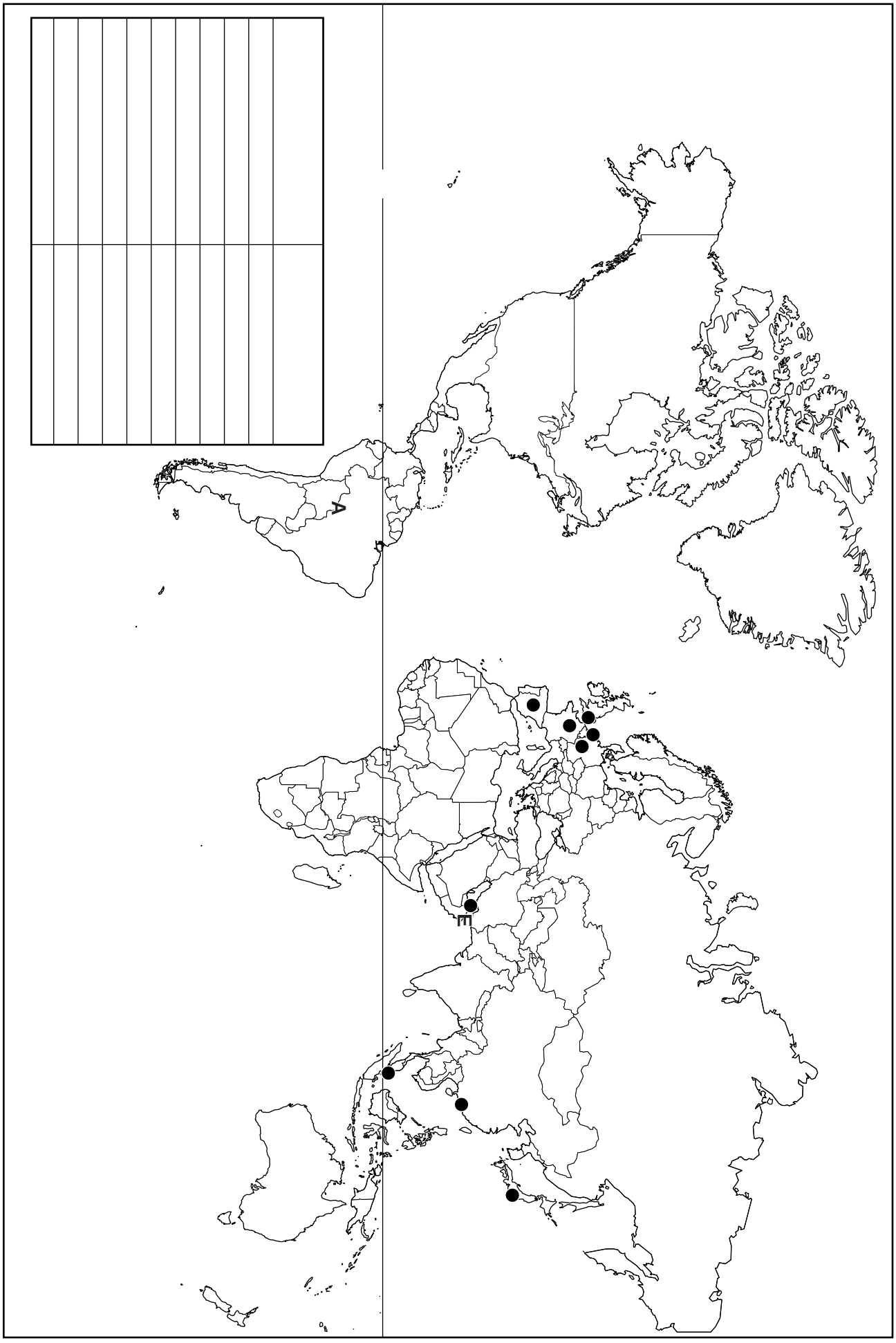


Fig. 2

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(c) Many of the international arrivals listed in Fig. 2 will be tourists travelling for a particular purpose, for example business tourists attending an event. In the table below, circle the **three** activities that are usually associated with business tourists.

Visiting local cultural attractions	Entertaining guests	Making duty free purchases
Attending corporate hospitality functions	Going to the cinema	Using public transport
Playing tennis	Hiring a meeting room	Renewing a passport

[3]

(d) Many international travellers will travel business class and can use a special lounge at the airport. Explain **two** ways in which such lounges are likely to meet the needs of business travellers.

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(e) With reference to **one** venue with which you are familiar, discuss the facilities it offers to meet the needs of business tourists.

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Name of chosen venue .....

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Question 4

For Examiner's Use

Refer to Fig. 3, a news item about cruise ships in Dubai.

More cruise lines placing ships in Dubai

Cruise travel is the fastest growing segment of tourism in Dubai. For example, Costa Cruises named its newest ship (the 2 286-passenger Costa Deliziosa) in Dubai during 2010. This was the first time that a cruise ship was named in a Middle Eastern country. Even the ruler of Dubai, Sheikh Mohammed bin Rashid Al Maktoum, was present to welcome Costa's newest ship.

In 2006 Costa Cruises was the first cruise line to base a ship in the region because it clearly saw the value of Dubai as a cruise destination. Costa Cruises now has three vessels based in Dubai for the winter season. As there is growth in the region, other cruise lines like Aida Cruises and Royal Caribbean International have also chosen to base ships there.

A typical 7-night Costa Dubai cruise visits Oman, Bahrain, Abu Dhabi, and also includes two nights in Dubai.

Fig. 3

(a) Identify the **three** destinations visited on Costa's cruise itineraries from Dubai.

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(b) Outline **two** likely reasons to explain why Costa Cruises has three vessels based in Dubai for the **winter** season.

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(c) Explain **three** ways in which cruise operators benefit from bringing into service new larger vessels, such as the Costa Deliziosa.

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(d) Fig. 4 is a photograph taken along the River Nile in Egypt.

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Fig. 4

Many rivers attract a variety of tourists. Identify and explain **two** ways in which the River Nile is being used for tourism purposes.

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(e) Discuss the ways in which National Tourist Boards can influence the quality of the local tourism industry.

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Question 2 Photograph A	J D Smith © UCLES.
Question 2 Photograph B	J D Smith © UCLES.
Question 2 Photograph C	J D Smith © UCLES.
Question 4 Figure 3	© http://www.eturbonews.com/15118/more-cruise-lines-placing-ships-dubai-winter-season.
Question 4 Figure 4	J D Smith © UCLES.

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