UNIVERSITY OF CAMBRIDGE INTERNATIONAL EX
International General Certificate of Secondary Educati

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CAN NUMBER

2526814877

TRAVEL AND TOURISM **0471/11**

Core Module **October/November 2013**

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.

All the Figures referred to in the questions are contained in the Insert.

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.

This document consists of **10** printed pages, **2** blank pages and **1** Insert.

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UNIVERSITY of CAMBRIDGE International Examinations

PA CAMBRIDGE

Question 1

Refer to Fig. 1 (Insert), a news item about tourism in Italy.

(a) Identify **three** visitor markets being targeted by the Italian To

1 .....

2 .....

3 .....

(b) State and explain **two** factors that are likely to encourage Italians to spend more on domestic tourism.

1 .....

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2 .....

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.....[4]

(c) The photograph in Fig. 1 shows some of Italy's historic buildings that attract visitors. Explain why many of these historic attractions have introduced the following services:

- a gift shop .....

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  .....

- tour guides .....

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- pre-bookable tickets .....

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[6]

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(d) The older parts and central areas of many historic cities (motor vehicles are not allowed). Explain **three** ways in whic improve the visitor experience.

1 .....

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2 .....

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3 .....

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.....[6]

(e) With reference to **one** visitor attraction with which you are familiar, discuss the ways in which it is accessible to disabled visitors.

Name of visitor attraction .....

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.....[6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), a news item about tourism in El Salvador, Centr
country.

(a) State the following:

- the term that best describes the climate of El Salvador

  .....

- whether local time in El Salvador is in advance of or behind GMT

  .....

- the name of the country that borders El Salvador to the east

  .....
  [3]

(b) Identify **four** adventure tourism activities that thrill-seeking tourists can book through the travel company.

1 .....

2 .....

3 .....

4 .....[4]

(c) Identify and explain **three** ways in which the travel company is helping to promote **sustainable** tourism in El Salvador.

1 .....

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2 .....

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3 .....

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.....[6]

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(d) Tourism development in countries such as El Salvador can cr
impacts. Explain why developing a resort hotel complex is likel

- direct employment .....

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- indirect employment .....

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- import leakage .....

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[6]

(e) Assess the services provided by retail travel agencies that make them popular with leisure travellers.

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.....[6]

[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), a news item about Air Mauritius.

(a) Identify the **three** Asian destinations, apart from Shangh Mauritius.

1 .....

2 .....

3 .....[3]

(b) Air Mauritius operates scheduled air services to many destinations. In the table below circle the **four** operating characteristics that apply to long haul scheduled air services.

Operate regardless of load	Do not accept payment by credit card	Have one class of travel
Do not offer in-flight magazines	No free luggage allowance given	Run to a fixed timetable
Offer flexible ticketing	Do not carry unescorted minors	No in-flight food service provided
More than one class of travel	Provide luggage trolleys	Sell newspapers

[4]

(c) With reference to Fig. 3 (Insert), explain **two** reasons why Air Mauritius is introducing this new service to Shanghai.

1 .....

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2 .....

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.....[6]

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(d) The Mauritius Tourism Promotion Authority (MTPA) was esta
in partnership with local organisations to promote Mauritius
Explain **three** ways in which the MTPA is likely to promote to

1 .....

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2.....

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3.....

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.....[6]

(e) Discuss the reasons for the development of luxury spas in destinations such as Mauritius.

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.....[6]

[Total: 25]

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Question 4

Photographs A and B (Insert), show two recreational activities provid resort hotel in the Middle East.

(a) In the table below circle **three** recreational activities usually guests staying in large resort hotels.

water-skiing	climbing	paragli
swimming	caving	sauna
white water rafting	gym	mountain biking

[3]

(b) Explain **two** ways in which the activity shown in Photograph B will appeal to families.

1 .....

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2 .....

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.....[4]

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(c) Explain **two** types of **customer service training** that Photograph A is likely to have undertaken.

1 .....

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2 .....

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.....[6]

(d) Large resort hotels will sometimes be used as a venue for private functions, such as anniversary parties. Explain **three** services usually provided by hotels for the convenience of clients hosting these types of function.

1 .....

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2 .....

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3 .....

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(e) Discuss the reasons why hotels monitor their occupancy rate

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.....[6]

[Total: 25]

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