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188889158 4

TRAVEL & TOURISM **0471/12**

Paper 1 Key Terms and Concepts **October/November 2024**

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 a tourism development project in Saudi Arabia.

(a) State **two** government objectives for tourism development.

1 .....

2 .....

[2]

(b) State **two** tourism development organisations likely to be involved in the Central Awamiyah project.

1 .....

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2 .....

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[2]

(c) Explain **two** negative economic impacts of foreign investment in tourism.

1 .....

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2 .....

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[4]

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(d) Explain **three** ways conflict between the host population and tourism can be managed when there are new tourism developments.

1 .....

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2 .....

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3 .....

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[6]

(e) Evaluate the importance of the tourism industry being resilient.

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[Total: 20]

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2 Refer to Fig. 2.1 (Insert), a photograph of a tourist information office at Archipelago Los Roques National Park, Venezuela.

(a) Identify **two** services offered at the tourist information office shown in Fig. 2.1.

1 .....

2 .....

[2]

(b) State **two** main reasons why people travel.

1 .....

2 .....

[2]

(c) Explain **two** ways destinations can manage seasonality.

1 .....

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(d) Explain **three** ways destinations can benefit from responsible tourism.

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[6]

(e) Assess how the internet has changed the way tourist information centres operate.

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..... [6]

[Total: 20]

3 Refer to Fig. 3.1 (Insert), information about customer service in the travel and tourism industry.

(a) State **one** specific need for **each** of the following customer types when staying in a hotel:

tourist with visual needs .....

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groups .....

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[2]

(b) State **two** impacts of bad customer service.

1 .....

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2 .....

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[2]

(c) State **two** ways staff in tourism organisations can give good customer service when handling a customer complaint.

1 .....

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2 .....

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[2]

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(d) Explain how customers can benefit from staff having the following customer service skills:

product knowledge .....

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good communication .....

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teamworking .....

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problem solving .....

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[8]

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(e) Evaluate the benefits to tourism organisations of setting customer service standards.

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4 Refer to Fig. 4.1 (Insert), a photograph of a train information office in Thailand.

(a) State **two** services provided at the train information office shown in Fig. 4.1.

1 .....

2 .....

[2]

(b) State **two** ways tourists can book train travel before arriving at a train station.

1 .....

2 .....

[2]

(c) Explain **two** ways train transport is sustainable.

1 .....

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[4]

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(d) Evaluate **two** reasons for the appeal of luxury train services.

1 .....

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2 .....

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[6]

(e) Evaluate the importance of destinations offering sustainable transport.

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