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**TRAVEL AND TOURISM**

**0471/11**

Core Module

**October/November 2017**

INSERT

**2 hours**

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**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



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This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

## Star Ferry



A Star Ferry crossing is said to be an essential journey for all visitors to Hong Kong. The ferry service carries passengers and commuters between Hong Kong Island and Kowloon. They operate two routes and run eight ferries. Star Ferry carries 21.6 million passengers a year with an average of 59 176 passengers a day.

Star Ferry has received a Certificate of Excellence Award from an online review site. The recognition is given to organisations which constantly get excellent reviews on the website and deliver outstanding customer experience. The award takes into account not only the quality and quantity of recent travellers' reviews and experiences, but also the average rating over a twelve month period.

Online review sites are growing in popularity. The sites assist customers in gathering unbiased travel information, posting reviews and opinions of travel related content and engaging in interactive travel forums.

Fig. 1

Photograph A for Question 2



Photograph A

Fig. 2 for Question 3

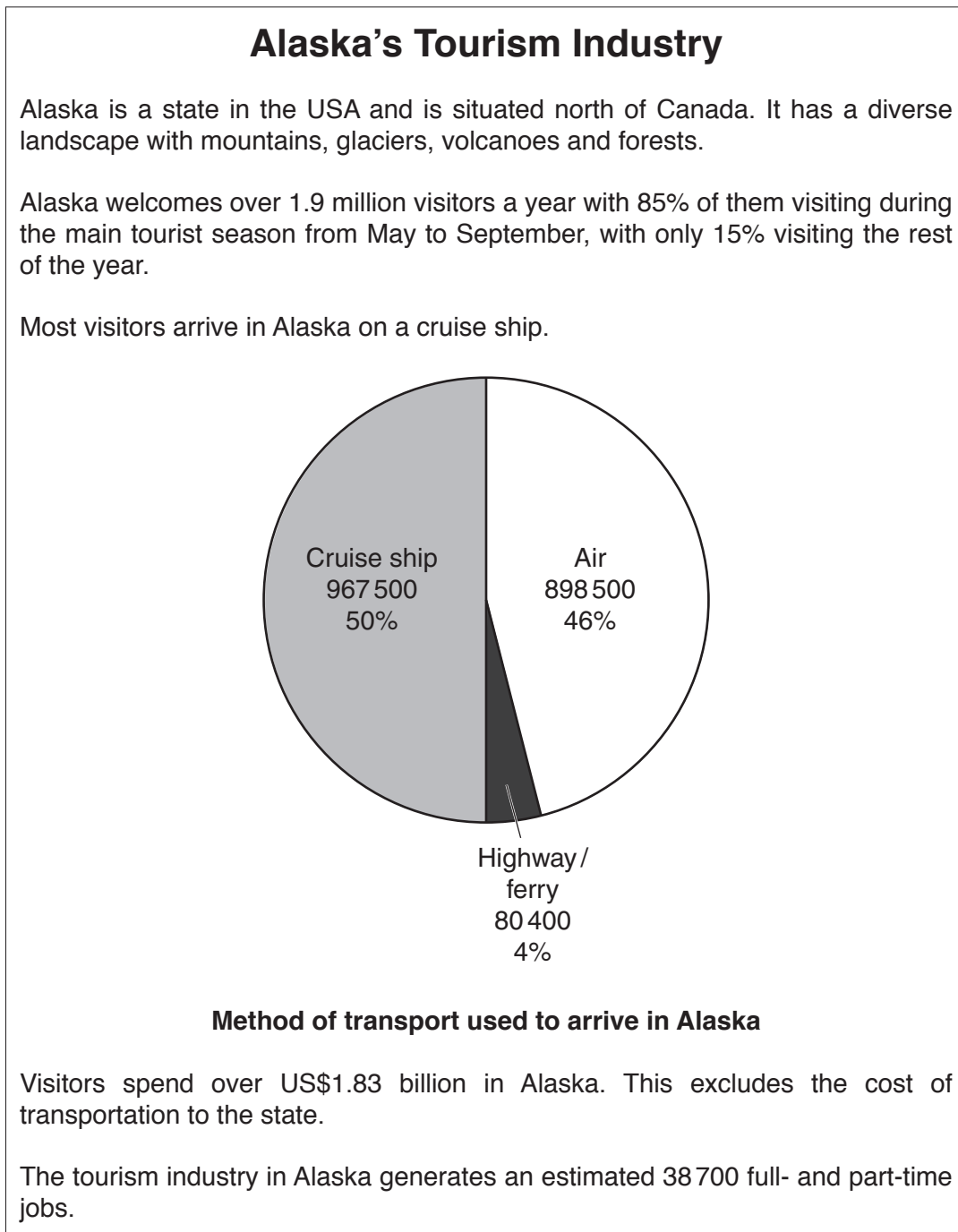


Fig. 2

Fig. 3 for Question 4

## Damnoen Saduak Floating Market, Thailand



### Damnoen Saduak Floating Market Tour

Itinerary	
07:00	Collection from your hotel, travel by coach 110km south-west to Damnoen Saduak Floating Market
08:30	Arrive at Damnoen Saduak Floating Market.
08:45	Explore the Floating Market aboard a boat with our local tour guide
10:00	Free time to explore, purchase souvenirs and take photographs
11:00	Depart the Floating Market
12:30	Arrive back at your hotel in Bangkok

### Tour includes:

- Air-conditioned coach
- English-speaking local tour guide

Fig. 3





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