

Cambridge Assessment International Education

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

0471/13

Core Module May/June 2019

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 an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, 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 11 printed pages, 1 blank page and 1 Insert.

Ref	er to Fig. 1.1 (Insert), information on Indian Railways' tours.	
(a)	Identify the following:	
	the capital of India	
	the continent that India is in	
	the island to the south of India	
	the river that runs through India	
4.		[4]
(b)	Indian Railways' tours offer budget packages.	
	State three other tourism products that are aimed at budget tourists.	
	1	
	2	
	3	
		[3]
(c)	Explain three reasons for the appeal of the Indian Railways' tours.	
	1	
	2	
	3	
		 [6]

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` '	Describe three ways Indian Railways' tours may help to preserve the local culture.								
	1								
	2								
	3								
]							
	holy places.								

2

Refer to Fig. 2.1 (Insert), information on global tourism employment.							
(a)	State four direct tourism jobs.						
	1						
	2						
	3						
	4						
(b)	Explain three skills that are important when dealing with customers.	[4]					
	1						
	2						
	3						
		[6]					

(c)	Explain how the local economy will benefit from increased tourism employment.
	[3]
(d)	Explain three likely positive social and cultural impacts associated with tourism employment.
	1
	2
	3
	[6]

(e)	Discuss the negative economic impacts associated with tourism employment.
	[6]
	[Total: 25]

Rei	rer to Fig. 3.1 (Insert), an advertisement for a customer service training course.	
(a)	State three customer types.	
	1	
	2	
	3	
(b)		[3]
(D)	Describe two ways staff can show good body language when serving customers.	
	1	
	2	
		 [4]
(c)	Explain one benefit to travel and tourism organisations of each of the following methods	of
	communicating with customers:	
	letter	
	brochure	
	social media	

[6]

Explain three expectations of business tourists.	
1	
2	
3	
	[6]
Assess the importance of tourism employees creating a good first impression.	
	2

4

Ref	er to Fig. 4.1 (Insert), information on a new bridge in Tanzania.	
(a)	State three types of public transport.	
	1	
	2	
	3	
		[3]
(b)	Explain three ways that destinations can encourage tourists to use public transport.	
	1	
	2	
	3	
		[6]

(c)	Explain transpor	likely	econom	nic im	npacts	associa	ted v	vith i	ncreas	ed ir	vestme	ent in	public
	1	 											
	2	 											
	3	 											
		 											[6]
(d)	Describe Tanzania	ways	tourists	are li	kely to	benefit	from	the	new b	ridge	in Dar	es S	Salaam,
	1	 											
	2	 											
	•••••	 											[4]

(e)	Discuss the likely appeal of fly-drive package holidays.
	[6]

[Total: 25]

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