



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.

2 Refer to Fig. 2.1 (Insert), information on global tourism employment.

(a) State **four** direct tourism jobs.

- 1
- 2
- 3
- 4

[4]

(b) Explain **three** skills that are important when dealing with customers.

- 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]

3 Refer to Fig. 3.1 (Insert), an advertisement for a customer service training course.

(a) State **three** customer types.

- 1
- 2
- 3 [3]

(b) Describe **two** ways staff can show good body language when serving customers.

- 1 [4]
- 2

(c) Explain **one** benefit to travel and tourism organisations of **each** of the following methods of communicating with customers:

- letter
- brochure
- social media

[6]

4 Refer 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]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.