



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

0471/12

Core Module

October/November 2018

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 **13** printed pages, **3** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), information about Thailand’s tourism industry.

(a) Identify the following:

- the percentage increase in Thailand’s visitor arrivals
- the capital of Thailand
- the amount these tourists spend

[3]

(b) Explain **two** likely reasons why Thailand’s top 5 source markets are from Asia.

1

.....

.....

.....

2

.....

.....

.....

[4]

- (c) The Tourism Authority of Thailand (TAT) aims to attract tourists from the luxury market, who spend more and stay longer.

Explain **two** advantages and **two** disadvantages to Thailand of encouraging higher spending tourists.

Advantage 1

.....

.....

.....

Advantage 2

.....

.....

.....

Disadvantage 1

.....

.....

.....

Disadvantage 2

.....

.....

.....

[8]

Question 2

Refer to Photograph A (Insert), tourists queuing at immigration in Vancouver Airport, Canada.

(a) State **three** services provided at airports for inbound tourists.

- 1
- 2
- 3 [3]

(b) Describe **three** ways that airports can manage large crowds of people.

- 1
.....
.....
.....
- 2
.....
.....
.....
- 3
.....
.....
..... [6]

- (c) When waiting in an airport travellers are provided with information about check-in desks, waiting times for flights and departure gates.

Explain **one** advantage to passengers of receiving information about flights in each of the following ways:

display boards

.....

.....

.....

announcements

.....

.....

.....

[4]

- (d) Explain **three** benefits to passengers of checking-in online.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

Question 3

Refer to Photograph B (Insert), a tourist checking-in at a hostel.

(a) Identify **three** services being provided for tourists checking-in to the hostel.

- 1
- 2
- 3 [3]

(b) Describe **three** situations when staff at the hostel may use a diary to communicate with other employees.

- 1
.....
.....
.....
- 2
.....
.....
.....
- 3
.....
.....
..... [6]

Question 4

Refer to Fig. 2 (Insert), information about the tourism industry in Azerbaijan.

(a) Identify **three** reasons for the appeal of Azerbaijan.

1

.....

2

.....

3

.....

[3]

(b) Describe **three** likely developments to tourism infrastructure when a destination experiences an increase in international arrivals.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain the benefit to Azerbaijan’s Tourism Authority of the following tourism promotion methods:

tourist information centres in other countries

.....
.....
.....

attending trade fairs

.....
.....
.....

brochures and leaflets distributed in other countries

.....
.....
.....

[6]

(d) Explain **one** advantage and **one** disadvantage of Azerbaijan having a growing number of international branded hotels.

Advantage

.....
.....
.....

Disadvantage

.....
.....
.....

[4]

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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

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