



CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

0471/12

May/June 2023

2 hours

You will need: Insert (enclosed)

- 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.

- The total mark for this paper is 100.
- 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.

1 Refer to Fig. 1.1 (Insert), information about tourism in Alaska.

(a) Identify the following:

the number of jobs supported by cruise ships in Alaska

the month the peak tourist season ends

the number of tourists who visit Alaska in the peak season

[3]

(b) Describe **two** reasons why Alaska has a short tourist season.

1

.....

.....

.....

2

.....

.....

.....

[4]

(c) Explain **three** reasons for the appeal of cruises.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(d) Explain **three** positive economic impacts of tourism.

1

.....

.....

2

.....

.....

.....

[6]

(e) Evaluate the impact on Alaska of being overdependent on cruise tourism.

.....

.....

.....

.....

.....

.....

.....

.....

[6]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), a photograph of a visitor information desk in Singapore.

(a) State **three** applications of technology likely to be used at visitor information desks.

- 1
- 2
- 3 [3]

(b) State **four** procedures for handling complaints.

- 1 [4]
- 2
- 3
- 4

(c) Explain **three** personal presentation requirements for staff working at visitor information desks.

- 1 [6]
- 2
- 3

(d) Explain why the following skills are important for staff dealing with customer enquiries:

clear speech

.....

.....

.....

.....

.....

literacy skills

.....

.....

.....

.....

.....

[6]

(e) Assess the importance of customer care policies in travel and tourism.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), information about cycling tourism in Crete.

(a) Other than cycling, state **three** types of transport tourists can use when travelling around a small island destination.

- 1
- 2
- 3 [3]

(b) Describe what is meant by the following terms:

tour operator

.....

.....

.....

destination

.....

.....

..... [4]

(c) Describe **three** ways international tourists might get information about the cycling routes in Rethymno.

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

(d) Explain **three** positive environmental benefits to destinations of developing cycling tourism.

1

.....

.....

2

.....

.....

.....

3

.....

.....

[6]

(e) Discuss the importance of destinations having a range of accommodation services available to tourists.

.....

.....

.....

.....

.....

.....

[6]

[Total: 25]

- 4 Refer to Fig. 4.1 (Insert), a photograph of a guided tour at Lesedi cultural village in Johannesburg, South Africa.

(a) (i) State **two** ways tourists can purchase a guided tour.

1

2 [2]

(ii) A guided tour is an ancillary service.

State **two** other ancillary services.

1

2 [2]

(b) Identify the types of tourists described below:

a tourist who visits a tourist attraction and returns home on the same day

.....

a tourist who travels to attend a conference

.....

a family who take a one week beach holiday

..... [3]

(c) Explain **three** reasons for the appeal of guided tours.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

..... [6]

(d) Explain **three** positive social and cultural impacts of tourism.

1

.....

.....

2

.....

.....

.....

3

.....

.....

[6]

(e) Assess the role of travel agents in the travel and tourism industry.

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

[Total: 25]

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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