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TRAVEL & TOURISM

0471/11

Paper 1 Core Paper

October/November 2020

2 hours

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- 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.

INFORMATION

- 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. Blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), a diagram showing the main components of the travel and tourism industry.

(a) Give **one** example of each of the following:

transport

accommodation

ancillary services

[3]

(b) Explain **two** ways accommodation providers can increase their occupancy rate.

1

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.....

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2

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.....

.....

[4]

(c) Explain **three** reasons why tourist attractions might ask tourists to book tickets in advance.

- 1
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 -
 -
- 2
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- 3
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 -
 -

[6]

(d) Describe **three** ancillary services offered by travel agents to international tourists.

- 1
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- 2
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- 3
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[6]

(e) Evaluate the importance to destinations of developing an effective tourism infrastructure.

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..... [6]
[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), a photograph of a tourist information centre in Germany.

(a) Identify **three** ways the tourist information centre shown in Fig. 2.1 is meeting the needs of tourists.

1

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2

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3

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[3]

(b) State **four** products or services likely to be sold at tourist information centres.

1

2

3

4

[4]

(c) Describe **three** customer enquiries staff at tourist information centres are likely to handle.

1

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2

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[6]

(d) Explain **three** ways tourism organisations can provide for tourists with different language needs.

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[6]

(e) Assess the importance of tourist information centres to tourist destinations.

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[6]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information on direct flights to Perth, Australia.

(a) State the following:

the continent the UK is in
whether Australia’s time zone is in advance of or behind London, UK
the stopover destination that is in the USA
[3]

(b) Define, using an example, what is meant by the following terms:

inflight services
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.....
.....
hub airport
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.....
[4]

(c) Explain how the following are likely to improve the inflight experience for passengers:

more space between seats
.....
.....
.....
bigger entertainment screens
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.....
more storage space for personal belongings
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[6]

(d) Explain **three** likely reasons why an airline would introduce direct flights.

1

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[6]

(e) Discuss the impacts on stopover destinations of the introduction of direct flights.

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[6]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), a photograph of a carnival parade in Cologne, Germany.

(a) State **three** types of events, other than carnivals, likely to attract tourists.

- 1
- 2
- 3

[3]

(b) Explain **three** likely reasons for the appeal to tourists of carnivals.

- 1
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- 2
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- 3
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[6]

(c) Explain **three** risks to tourists in overcrowded areas.

1

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[6]

(d) Describe **two** temporary infrastructure changes likely to be made during a large event, such as a carnival.

1

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2

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[4]

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