



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

0471/12

Core Module

May/June 2017

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.

Question 1

Refer to Fig. 1 (Insert), information about Zambia.

(a) State the following geographical characteristics of Zambia:

whether Zambia is located to the north or south of the Equator

.....

the term that best describes the climate of Zambia

.....

the continent that Zambia is located in

..... [3]

(b) Identify the following:

the only lake situated solely in Zambia

.....

the name of the river running through Zambia

.....

the country situated on the western border of Zambia

.....

the capital of Zambia

..... [4]

Question 2

Refer to Fig. 2 (Insert), an article about business tourism.

(a) State **three** characteristics of business tourists.

- 1
- 2
- 3 [3]

(b) M.I.C.E. is an important component of business tourism.

State what is meant by M.I.C.E.

- M
- I
- C
- E [4]

(c) Explain **three** benefits to business tourists of booking with specialist business travel agencies.

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

Question 3

Refer to Photograph A (Insert), a ticket barrier at an international railway station.

- (a) Identify from Photograph A (Insert) **three** ways the railway station provides for passengers with special needs.

1

2

3 [3]

- (b) State **four** ways that travellers can check on departure and arrival times when at railway stations.

1

2

3

4 [4]

- (c) Explain why the following skills are important for staff at major railway stations:

clear speech

.....

.....

.....

.....

numeracy skills

.....

.....

.....

.....

product knowledge

.....

.....

..... [6]

(d) Explain why railway stations offer the following ancillary services for the customer:

café

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

shops

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

bureau de change

.....
.....
..... [6]

(e) Many transport networks sell travel passes that allow tourists to travel on a variety of networks and transport types within one destination for a set period of time.

Discuss the appeal to international tourists of purchasing travel passes.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [6]

[Total: 25]

Question 4

Refer to Fig. 3 (Insert), information about Company X, a vertically integrated tour operator.

(a) Identify the following:

the expected percentage growth per year of the European outbound travel market

.....

the number of countries that Company X operates in

.....

the number of customers Company X has

..... [3]

(b) Define the following terms:

vertically integrated tour operator

.....

.....

.....

principals

.....

.....

..... [4]

(c) Some Company X staff deal directly with customers.

Describe **three** procedures that staff may follow when handling customer enquiries.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

3

.....

.....

.....

.....

..... [6]

(d) Explain **three** ways that tour operators can manage the seasonality of their sales.

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 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.