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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]

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

.....

[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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3

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[6]

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