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TRAVEL & TOURISM

0471/12

Paper 1 Core Paper May/June 2023

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.

| Ref  | er 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         |         |
| (Ia) |  | [3]     |
| (a)  | Describe <b>two</b> reasons why Alaska has a short tourist season. |         |
|      | 1  |         |
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|      | 2  |         |
|      |  |         |
|      |  |         |
|      |  | <br>[4] |
| (c)  | Explain <b>three</b> reasons for the appeal of cruises.            |         |
|      |  |         |
|      | 1  |         |
|      | 1  |         |
|      | 1  |         |
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|      | 2  |         |
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|      | 2  |         |
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|      | 2  |         |

| (d) | Explain <b>three</b> positive economic impacts of tourism.              |
|-----|---|
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|     | 3   |
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|     |   |
|     | [6]   |
| (e) | Evaluate the impact on Alaska of being overdependent on cruise tourism. |
| (0) | Evaluate the impact on Alacka of being everapendent on Graice teamon.   |
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2

| Ref | fer 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 <b>four</b> procedures for handling complaints.  |             |
|     | 1  |             |
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|     | 4  |             |
|     | 4  | •••••       |
|     |  |             |
|     |  | <br>[4]     |
| (c) |  | [4]         |
| (c) | Explain <b>three</b> personal presentation requirements for staff working at visitor informat desks.       | [4]         |
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| (c) | Explain <b>three</b> personal presentation requirements for staff working at visitor information desks.  1 | [4]<br>tion |
| (c) | Explain <b>three</b> personal presentation requirements for staff working at visitor information desks.  1 | [4]<br>tion |

| (d) | Explain why the following skills are important for staff dealing with customer enquiries: |
|-----|---|
|     | clear speech  |
|     |   |
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|     |   |
|     | literacy skills   |
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|     | [6]   |
| (a) | Assess the importance of customer care policies in travel and tourism.                    |
| (0) | 7.03033 the importance of dustomer care policies in traver and tourism.                   |
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|     | [6]   |

3

| Ref | er to Fig. 3.1 (Insert), information about cycling tourism in Crete.  |           |
|-----|---|-----------|
| (a) | Other than cycling, state <b>three</b> types of transport tourists can use when travelling around small island destination. | а         |
|     | 1   |           |
|     | 2   |           |
|     | 3   |           |
|     |   | [3]       |
| (b) | Describe what is meant by the following terms:  |           |
|     | tour operator   |           |
|     |   |           |
|     |   |           |
|     |   |           |
|     | destination   |           |
|     |   |           |
|     |   |           |
|     |   |           |
|     |   |           |
|     |   | 4]        |
| (c) |   | 4]        |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes                            | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
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| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.                  | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.  1               | [4]<br>in |
| (c) | Describe <b>three</b> ways international tourists might get information about the cycling routes Rethymno.  1               | [4]<br>in |

| Explain three positive environmental benefits to destinations of developing cycling tourism. |
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|     |      | Fig. 4.1 (Insert), a photograph of a guided tour at Lesedi cultural village in Johannesburg, frica. |
|-----|------|---|
| (a) | (i)  | State <b>two</b> ways tourists can purchase a guided tour.  |
|     |      | 1   |
|     |      | 2[2]  |
|     | (ii) | A guided tour is an ancillary service.  |
|     |      | State <b>two</b> other ancillary services.  |
|     |      | 1   |
|     |      | 2   |
|     |      | [2]   |
| (b) | lde  | ntify the types of tourists described below:  |
|     | a to | ourist who visits a tourist attraction and returns home on the same day                             |
|     | a to | ourist who travels to attend a conference   |
|     | a fa | mily who take a one week beach holiday  |
|     |      | [3]   |
| (c) | Exp  | plain three reasons for the appeal of guided tours.   |
|     | 1    |   |
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| Explain <b>three</b> positive social and cultural impacts of tourism. |        |
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| [6  | <br>3] |
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| Assess the role of travel agents in the travel and tourism industry.  |        |
| Assess the role of travel agents in the travel and tourism industry.  |        |
| Assess the role of travel agents in the travel and tourism industry.  |        |
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| Assess the role of travel agents in the travel and tourism industry.  |        |
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