



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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0471/12

May/June 2020

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. Blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), information on the global rise in outbound tourism.

(a) Identify the following:

the increase in spending on tourism by the US

the total amount China spent on tourism

the increase in spending from the emerging economy

[3]

(b) Explain **two** negative economic impacts associated with an increase in outbound tourism.

1

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2

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[4]

(c) Explain **three** services provided by tourist information centres.

1

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2

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3

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[6]

(d) Explain **three** likely negative social cultural impacts of a global increase in tourism.

1

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[6]

(e) Assess the possible reasons for the global growth in outbound tourism.

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..... [6.]

[6]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), a photograph of tourists queuing for a sightseeing bus tour.

(a) Identify **three** ways the sightseeing bus tour shown in Fig. 2.1 is meeting the needs of tourists.

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

(b) Describe **two** different types of sightseeing tours, other than a sightseeing bus tour.

- 1
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-
-
- 2
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-
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- [4]

- (c) Many sightseeing buses have a tour guide on board.

Explain **three** interpersonal skills required of a tour guide.

1

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[6]

- (d) Describe **three** likely personal presentation requirements for tour guides.

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[6]

(e) Discuss the interrelationship between sightseeing tours and tourist attractions.

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[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information on tourism in Lapland, a region in the north of Finland.

(a) Identify the following:

- the expected increase in passenger numbers
- the month snow starts to fall
- the number of visitor arrivals by air in the month of April
- the cost of the airport expansions

[4]

(b) Identify the **three** busiest months for arrivals by air to northern Finland.

- 1
- 2
- 3

[3]

(c) Explain **three** likely reasons for the appeal of a leisure holiday in Lapland.

- 1
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- 2
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- 3
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[6]

(d) Explain **three** reasons why destinations expand and update their airports.

1

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[6]

(e) Discuss the ways destinations can increase tourism demand out of the main season.

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[6]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about how some tour operators are innovating their package holidays.

(a) State **three** providers of travel and tourism products, other than tour operators.

- 1
- 2
- 3 [3]

(b) Explain **three** factors tour operators must consider when creating package holidays.

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

(c) Explain **three** likely reasons for the appeal of a door-to-door transfer to tourists.

1

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2

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3

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[6]

(d) Explain **two** ways, other than those mentioned in Fig. 4.1, tour operators could innovate their package holidays.

1

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2

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[4]

- (e) Discuss the importance of consumer protection for tourists booking a package holiday.

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[Total: 25]

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