



[Turn over

1 Refer to Fig. 1.1 (Insert), information about tourism in St Lucia, a Caribbean island.

(a) Identify the following:

the fee for home sharing accommodation

the number of visitors to St Lucia

the percentage of staying visitors in St Lucia

[3]

(b) State **four** different types of accommodation.

1

2

3

4

[4]

(c) Explain **three** benefits to destinations of developing local tourism products.

1

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2

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3

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[6]

(d) Explain **three** reasons why accommodation providers measure their occupancy rate.

1

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2

[6]

(e) Discuss the likely impacts on St Lucia's tourism industry of charging staying visitors an accommodation fee.

..... [9]

[6]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about visitor attractions in India.

(a) State the **three** main reasons for travel.

- 1
- 2
- 3 [3]

(b) State **four** likely positive impacts of extending the opening hours of visitor attractions.

- 1
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- 2
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- 3
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- 4
..... [4]

(c) Explain **three** ways visitor attractions can manage large crowds.

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

(d) Explain **three** likely negative environmental impacts of overcrowding at visitor attractions.

1

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[6]

(e) Assess the negative social cultural impacts of religious sites becoming visitor attractions.

..... [6]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), a photograph of a ticket agent.

(a) State **three** likely personal presentation requirements for ticket agents.

- 1
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- 2
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- 3
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- [3]

(b) Describe **two** ways ticket agents can explain the tour details to tourists who speak a different language.

- 1
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-
-
- 2
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- [4]

(c) Describe the way ticket agents use each of the following skills:

- ICT skills
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-
- numeracy skills
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-
-
- literacy skills
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- [6]

- (d) Explain **three** ways ticket agents could use tact and diplomacy to deal with tourists who arrived too late for a tour.

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2

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[6]

- (e) Discuss the importance of tour companies offering technological applications for booking tours.

[6]

[Total: 25]

- 4 Refer to Fig. 4.1 (Insert), a photograph of a man selling traditional hats as souvenirs in Morocco, a country in north west Africa.

(a) State the following:

one sea which borders the continent of Africa

the line of latitude which divides the northern and southern hemisphere

the largest continent in the world

[3]

(b) Morocco is a mountainous country.

State **four** tourist activities likely in mountain destinations.

1

2

3

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[4]

(c) Explain **three** positive social and cultural impacts of selling traditional arts and crafts as souvenirs.

1

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3

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[6]

- (d) Explain **one** reason why **each** of the following are important in creating a successful destination:

transport

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attractions

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accommodation

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[6]

- (e) Using examples, discuss how tourism destinations are perishable.

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[6]

[Total: 25]

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