



CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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0471/12

May/June 2023

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. Any blank pages are indicated.

1 Refer 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

[3]

(b) Describe **two** reasons why Alaska has a short tourist season.

1

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.....

.....

2

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.....

.....

[4]

(c) Explain **three** reasons for the appeal of cruises.

1

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2

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.....

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3

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[6]

(d) Explain **three** positive economic impacts of tourism.

1

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2

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[6]

(e) Evaluate the impact on Alaska of being overdependent on cruise tourism.

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..... [6]

[6]

[Total: 25]

2 Refer 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 **four** procedures for handling complaints.

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

(c) Explain **three** personal presentation requirements for staff working at visitor information desks.

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

(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]

(e) Assess the importance of customer care policies in travel and tourism.

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[6]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), information about cycling tourism in Crete.

(a) Other than cycling, state **three** types of transport tourists can use when travelling around a small island destination.

- 1
- 2
- 3

[3]

(b) Describe what is meant by the following terms:

tour operator

.....

.....

.....

destination

.....

.....

.....

[4]

(c) Describe **three** ways international tourists might get information about the cycling routes in Rethymno.

- 1
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-
-

- 2
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-
-

- 3
-
-
-

[6]

(d) Explain **three** positive environmental benefits to destinations of developing cycling tourism.

1

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2

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3

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[6]

(e) Discuss the importance of destinations having a range of accommodation services available to tourists.

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[6]

[Total: 25]

- 4 Refer to Fig. 4.1 (Insert), a photograph of a guided tour at Lesedi cultural village in Johannesburg, South Africa.

(a) (i) State **two** ways tourists can purchase a guided tour.

1

2 [2]

(ii) A guided tour is an ancillary service.

State **two** other ancillary services.

1

2 [2]

(b) Identify the types of tourists described below:

a tourist who visits a tourist attraction and returns home on the same day

.....

a tourist who travels to attend a conference

.....

a family who take a one week beach holiday

..... [3]

(c) Explain **three** reasons for the appeal of guided tours.

1

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2

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3

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..... [6]

(d) Explain **three** positive social and cultural impacts of tourism.

1

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2

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3

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[6]

(e) Assess the role of travel agents in the travel and tourism industry.

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[6]

[Total: 25]

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