

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

			2 hours
Core Module			May/June 2017
TRAVEL AND	TOURISM		0471/12
CENTRE NUMBER		CANDIDATE NUMBER	
CANDIDATE NAME			

READ THESE INSTRUCTIONS FIRST

No Additional Materials are required.

Candidates answer on the Question Paper.

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

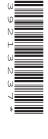
DO NOT WRITE IN ANY BARCODES.

Answer all questions.

All the Figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.



Refer to Fig. 1 (Insert), information about Zambia.

(a)	State the following geographical characteristics of Zambia:
	whether Zambia is located to the north or south of the Equator
	the term that best describes the climate of Zambia
	the continent that Zambia is located in[3]
(b)	Identify the following:
	the only lake situated solely in Zambia
	the name of the river running through Zambia
	the country situated on the western border of Zambia
	the capital of Zambia

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(c)	Explain three reasons for the appeal of Zambia to international tourists.
	1
	2
	3
	[6]
(d)	The Zambian Government has taken a number of strategies to encourage tourism growth.
(ω)	
	Explain the likely benefit to the tourist of the following strategies taken by the Zambian Government:
	KAZA Univisa
	infrastructure development on roads
	online visa application
	online visa application
	online visa application

(e)	Assess the problems caused when destinations become dependent on tourism.
	[6]
	[Total: 25]

Refer to Fig. 2 (Insert), an article about business tourism.

(a)	State three characteristics of business tourists.
	1
	2
	3[3]
(b)	M.I.C.E. is an important component of business tourism.
	State what is meant by M.I.C.E.
	M
	I
	C
	E[4]
(c)	Explain three benefits to business tourists of booking with specialist business travel agencies.
	1
	2
	3
	[6]

	Describe three ways that notels may provide for business tourists during breakfast serv
)
,	3
	Business tourists normally do not have the time to visit tourist attractions when travelling
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	Other than visiting attractions, discuss the activities that business tourists may take payhich will benefit the local economy.
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Refer to Photograph A (Insert), a ticket barrier at an international railway station.

(a)	Identify from Photograph A (Insert) three ways the railway station provides for passengers with special needs.
	1
	2
	3[3]
(b)	State four ways that travellers can check on departure and arrival times when at railway stations.
	1
	2
	3
	4[4]
(c)	Explain why the following skills are important for staff at major railway stations:
	clear speech
	numeracy skills
	product knowledge
	[6]

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Refer to Fig. 3 (Insert), information about Company X, a vertically integrated tour operator.

(a)	Identify the following:
	the expected percentage growth per year of the European outbound travel market
	the number of countries that Company X operates in
	the number of customers Company X has
	[3]
(b)	Define the following terms:
	vertically integrated tour operator
	principals
	[4]

(c)	Some Company X staff deal directly with customers.
	Describe three procedures that staff may follow when handling customer enquiries.
	1
	2
	3
	[6]
(d)	Explain three ways that tour operators can manage the seasonality of their sales.
	1
	2
	3
	[6]

(e)	Discuss the benefit to tour operators of selling their products through their own chain of trave agents.
	[6

[Total: 25]

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