



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
International General Certificate of Secondary Education

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--



**TRAVEL AND TOURISM**

**0471/12**

Core Module

**October/November 2013**

**2 hours**

Candidates answer on the Question Paper.

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

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 a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, 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.

This document consists of **10** printed pages, **2** blank pages and **1** Insert.



**Question 1**

For  
Examiner's  
Use

Refer to Fig. 1 (Insert), a news item about tourism in Italy.

**(a)** Identify **three** visitor markets being targeted by the Italian Tourist Board.

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

**(b)** State and explain **two** factors that are likely to encourage Italians to spend more on domestic tourism.

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

**(c)** The photograph in Fig. 1 shows some of Italy's historic buildings that attract visitors. Explain why many of these historic attractions have introduced the following services:

- a gift shop .....  
.....  
.....
- tour guides .....  
.....  
.....
- pre-bookable tickets .....  
.....  
.....

[6]



**Question 2**

Refer to Fig. 2 (Insert), a news item about tourism in El Salvador, Central America's least explored country.

**(a)** State the following:

- the term that best describes the climate of El Salvador

.....

- whether local time in El Salvador is in advance of or behind GMT

.....

- the name of the country that borders El Salvador to the east

.....

[3]

**(b)** Identify **four** adventure tourism activities that thrill-seeking tourists can book through the travel company.

1 .....

2 .....

3 .....

4 ..... [4]

**(c)** Identify and explain **three** ways in which the travel company is helping to promote **sustainable** tourism in El Salvador.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

..... [6]







**Question 4**

Photographs A and B (Insert), show two recreational activities provided for guests staying at a resort hotel in the Middle East.

- (a) In the table below circle **three** recreational activities usually offered free of charge to guests staying in large resort hotels.

water-skiing	climbing	paragliding
swimming	caving	sauna
white water rafting	gym	mountain biking

[3]

- (b) Explain **two** ways in which the activity shown in Photograph B will appeal to families.

1 .....

.....

.....

.....

2 .....

.....

.....

..... [4]









**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.