



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

TRAVEL AND TOURISM

0471/02

Alternative to Coursework

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INSERT

2 hours 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

This document consists of **4** printed pages.



Fig. 1 for Question 1

The newly opened Giants' Waterfall Cave in north east Brazil is a great addition to the many attractions in this popular area.

The cave has wonderful prehistoric paintings and the underground waterfall is so beautiful that people from all around the world will want to see it. Visitors are welcomed by guides who speak different languages. There is also a free audio tour. The café offers a range of meals or snacks and children will love the Giants' packed lunch.

The Giants' Waterfall Cave forest trail and adventure playground are close to the car park. There is a free daily shuttle bus to Salvador airport and road access to the attraction is also good.

Fig. 1**Fig. 2 for Question 2**

Research findings show that the number of passengers on low-cost airlines has declined by 5% since 2010. This is mainly due to competition on existing routes. However, throughout Europe there is an increasing number of business travellers choosing to use the services provided by low-cost carriers.

Government forecasts predict that airline travel will continue to grow until 2020. This growth is encouraged by the use of the Internet as an information and communication source. Internet usage has rapidly increased since 2005 throughout Europe.









Low-cost carriers are now considering adding new routes to their destination networks. In order to do this successfully, competing airlines will carry out primary market research to decide which routes to adopt.

Fig. 2

Fig. 3 for Question 3

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Low-season offer!




Fig. 3

Fig. 4 for Question 4

1. 95% of South Koreans have broadband Internet access.
2. South Korea has the fourth largest economy in Asia.
3. South Korea wishes to expand its business links with Vietnam and China.
4. South Korea has improved relations with the Chinese Government.
5. Tourism training programmes are well established in South Korea.
6. South Korea's Incheon Airport has been named the World's Best Airport.
7. The South Korean Government supports tourism in Seoul with financial subsidies.
8. Seoul is a World Top 5 Conference City destination.
9. There has been limited global tourism marketing since South Korea co-hosted the FIFA 2002 World Cup.
10. The Chinese cities of Beijing and Shanghai are gaining popularity as conference city destinations.

Fig. 4

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