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TRAVEL & TOURISM

0471/12

Paper 1 Key Terms and Concepts

October/November 2025

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- 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.

INFORMATION

- The total mark for this paper is 80.
- 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 Guyana.

(a) (i) Define the term 'sustainable tourism'.

.....
..... [1]

(ii) Define the term 'business travel'.

.....
..... [1]

(b) Describe **one** way tourists can buy local when at a destination.

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..... [2]

(c) Explain **two** characteristics of ecotourists.

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..... [4]

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2 Refer to Fig. 2.1 (Insert), a photograph of a tour guide and a sightseeing bus.

(a) Identify **two** examples of good personal presentation shown by the tour guide in Fig. 2.1.

1

2

[2]

(b) State **two** examples of product knowledge a tour guide would need to deliver good customer service.

1

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2

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[2]

(c) Explain **two** impacts to tourism organisations of good customer service.

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[4]

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3 Refer to Fig. 3.1 (Insert), information on sustainable adventure tourism in Greece.

(a) State **two** topographical features that are good for adventure tourism.

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[2]

(b) Describe **one** factor likely to have caused the increase in demand for adventure tourism.

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[2]

(c) Explain **two** services provided by national tourism organisations.

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4 Refer to Fig. 4.1 (Insert), an image of airport security.

(a) State **two** airport security checks.

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2

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[2]

(b) State **two** characteristics of budget airlines.

1

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2

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[2]

(c) Explain **two** negative environmental impacts associated with air travel.

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