



TRAVEL AND TOURISM

0471/13

Core Module

May/June 2019

INSERT

2 hours

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. 1.1 for Question 1

Indian Railways' tours

Indian Railways sell a variety of all-inclusive tours. The tours take tourists to a range of popular destinations and holy sites in India.

Packages include train journeys, road transportation, accommodation, meals and sightseeing at tourist locations.

Tourist trains often have 10 coaches and passengers are looked after by trained tour managers. To make the tours accessible to pilgrims, prices are kept low and are sold as budget packages.

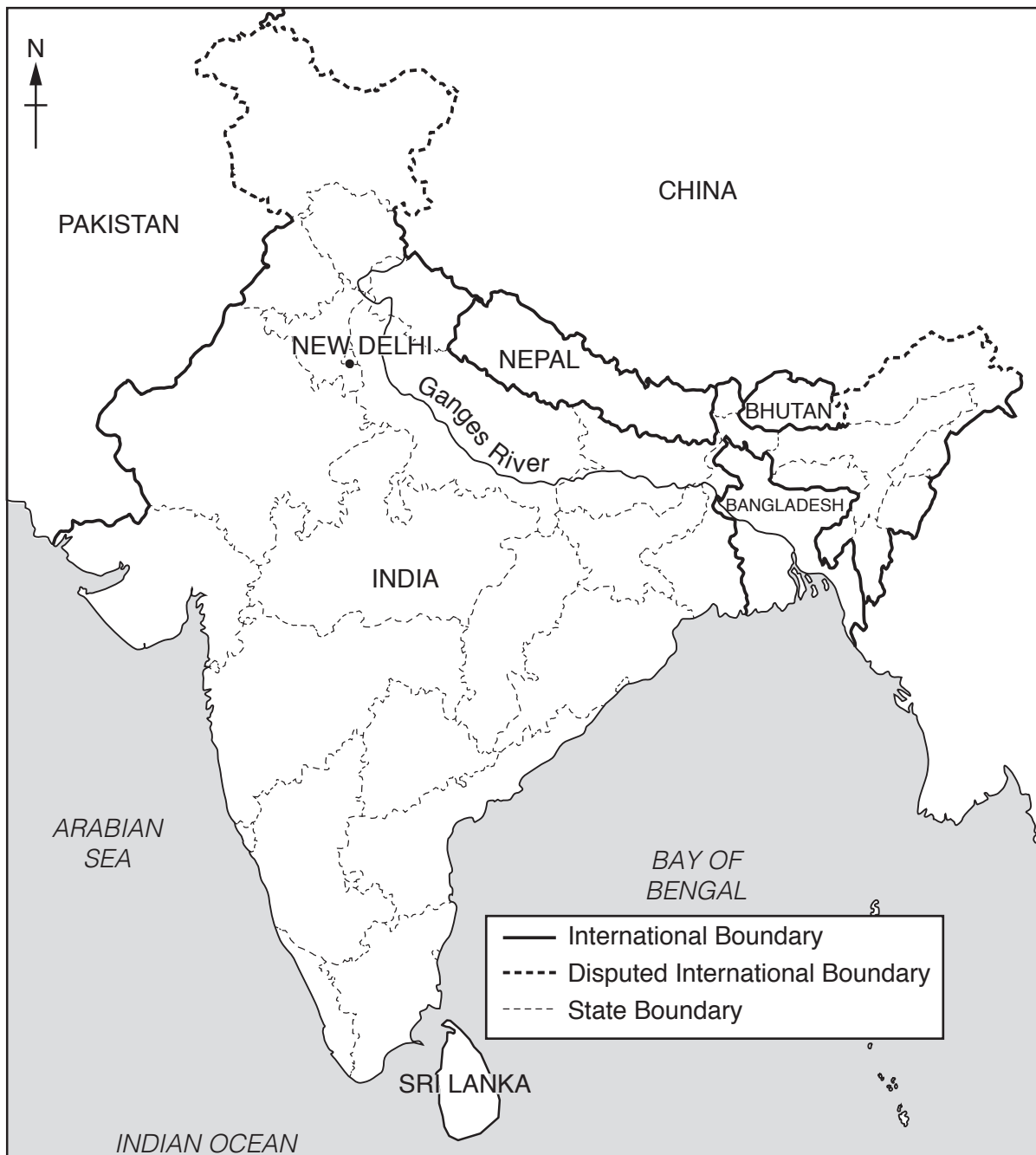


Fig. 1.1

Fig. 2.1 for Question 2

Travel and Tourism Jobs

Travel and tourism creates an estimated 108 million direct jobs across the globe, more than manufacturing, banking, mining and financial services.

The number of travel and tourism direct jobs is expected to grow to 138 million by 2027.

Global travel and tourism is expected to grow by 4% per year over the next decade and contribute \$3537 billion globally.

Fig. 2.1

Fig. 3.1 for Question 3

To be successful tourism organisations need to provide good customer care. This can be achieved through staff training.

Below is an example of a travel and tourism customer service training course.

Tourism training course: Delivering Excellent Service.

Enrol your staff on a customer service training course with us and your staff will learn the following:

- who your customers are
- the needs and expectations of your customers
- how the different products and services your organisation offers meet the needs of different tourist types
- how to meet the needs of customers
- the importance of creating a good first impression
- good body language when serving
- the importance of personal presentation when serving customers
- good telephone skills
- how to work well within teams and with colleagues
- how to handle complaints

All training courses are customised to meet the customer care policy and customer profile of your organisation.

Register interest in the course today or ask for more information.

E: info@excelintourism.com

T: 555 6327

Fig. 3.1

Fig. 4.1 for Question 4

Tourism in Tanzania

A new bridge has opened in Tanzania's largest city, Dar es Salaam, that connects the city centre to the southern neighbourhood of Kigamboni which is on the Indian Ocean coastline.

The bridge cost an estimated \$140 million and was funded by the government. It is hoped that the bridge will ease problems of overcrowding on ferries and provide a boost to international tourist numbers.

The bridge will provide easy access to the beach areas south of Dar es Salaam where there are beaches and luxury hotels, tourist apartments, shopping, restaurants and other leisure activities.

Fig. 4.1

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