



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Ordinary Level

CANDIDATE  
NAME

CENTRE  
NUMBER

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**TRAVEL AND TOURISM**

**7096/12**

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.

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**

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]

(d) The older parts and central areas of many historic cities have been pedestrianised (motor vehicles are not allowed). Explain **three** ways in which this may have helped to improve the visitor experience.

- 1 .....
  - .....
  - .....
  - .....
  - .....
  
  - 2 .....
  - .....
  - .....
  - .....
  - .....
  
  - 3 .....
  - .....
  - .....
  - .....
- [6]

(e) With reference to **one** visitor attraction with which you are familiar, discuss the ways in which it is accessible to disabled visitors.

Name of visitor attraction .....

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[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 .....

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2 .....

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3 .....

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..... [6]

(d) Tourism development in countries such as El Salvador can create a variety of economic impacts. Explain why developing a resort hotel complex is likely to generate the following:

- direct employment .....
- .....
- .....
- .....
- .....
- indirect employment .....
- .....
- .....
- .....
- .....
- import leakage .....
- .....
- .....
- .....

[6]

(e) Assess the services provided by retail travel agencies that make them popular with leisure travellers.

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- .....
- .....

[6]

[Total: 25]

**Question 3**

Refer to Fig. 3 (Insert), a news item about Air Mauritius.

- (a) Identify the **three** Asian destinations, apart from Shanghai, that are served by Air Mauritius.

1 .....

2 .....

3 ..... [3]

- (b) Air Mauritius operates scheduled air services to many destinations. In the table below circle the **four** operating characteristics that apply to long haul scheduled air services.

Operate regardless of load	Do not accept payment by credit card	Have one class of travel
Do not offer in-flight magazines	No free luggage allowance given	Run to a fixed timetable
Offer flexible ticketing	Do not carry unescorted minors	No in-flight food service provided
More than one class of travel	Provide luggage trolleys	Sell newspapers

[4]

- (c) With reference to Fig. 3 (Insert), explain **two** reasons why Air Mauritius is introducing this new service to Shanghai.

1 .....

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..... [6]

(d) The Mauritius Tourism Promotion Authority (MTPA) was established in 1996 and works in partnership with local organisations to promote Mauritius as a destination overseas. Explain **three** ways in which the MTPA is likely to promote tourism in Mauritius.

1 .....

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2.....

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3.....

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..... [6]

(e) Discuss the reasons for the development of luxury spas in destinations such as Mauritius.

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**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 .....

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2 .....

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..... [4]



(c) Explain **two** types of **customer service training** that the member of staff in Photograph A is likely to have undertaken.

1 .....

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2 .....

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..... [6]

(d) Large resort hotels will sometimes be used as a venue for private functions, such as anniversary parties. Explain **three** services usually provided by hotels for the convenience of clients hosting these types of function.

1 .....

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2 .....

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3 .....

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..... [6]



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