



Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE
NAME

CENTRE
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TRAVEL AND TOURISM

7096/12

Core Module

October/November 2014

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 an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, 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 **11** printed pages, **1** blank page and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), a photograph taken at a historic visitor attraction.

- (a) Describe **two** ways in which visitor attractions, such as the one shown in Fig. 1 (Insert), use signs to help them deliver a good standard of customer care.

1

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2

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.....[4]

- (b) State **three** ways in which the visitor attraction shown in Fig. 1 (Insert) is likely to earn revenue from its visitors.

1

2

3[3]

- (c) Explain **three** ways in which visitor attractions can create positive sociocultural impacts.

1

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2

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.....[6]

Question 2

Refer to Fig. 2 (Insert), a news item about Hawaiian Airlines, based in Honolulu, Hawaii.

(a) Identify from Fig. 2 (Insert) the **three** destinations served by Hawaiian Airlines that are not in the USA.

- 1
- 2
- 3[3]

(b) Using Fig. 2 (Insert), identify and explain **two** advantages to Hawaiian Airlines of replacing their Boeing 767s with new Airbus A330s.

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

(c) Explain **three** advantages to passengers travelling with Hawaiian Airlines of visiting a travel agency to make their travel arrangements.

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

(d) Explain **three** ways in which major international airlines meet the specific needs of passengers with disabilities.

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.....[6]

(e) Discuss the reasons why some international leisure travellers prefer to use non-direct flights when undertaking a long-haul journey.

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[Total: 25]

Question 3

Refer to Fig. 3 (Insert), information about the Yosemite National Park in California, USA.

(a) Identify from Fig. 3 (Insert) the following:

- the percentage of American visitors to Yosemite that were from California
.....
 - the country with the largest number of international visitors to Yosemite
.....
 - the mode of transport used by most visitors to travel to Yosemite
.....
 - the most popular activity for visitors to Yosemite
.....
- [4]

(b) Identify from Fig. 3 (Insert) **three** outdoor **adventure** activities popular amongst Yosemite’s visitors.

- 1
- 2
- 3 [3]

(c) Explain **three** ways in which adventure tourism activities can create negative environmental impacts.

- 1
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- 2
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-[6]

(d) Explain **three** advantages to visitors interested in outdoor adventure activities of camping in a national park such as Yosemite.

- 1
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- 2
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- 3
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-[6]

Question 4

Refer to Fig. 4 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 4 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Continent B	
Ocean C	

[3]

(b) State the following:

- the term that best describes the climatic conditions along the course of the River Amazon
.....
- whether July in Auckland is high or low season
.....
- whether local time in San Francisco is in advance of or behind local time in Tokyo
.....
- whether Cairo is east or west of the Greenwich Meridian
.....

[4]

(c) Explain **three** factors that have allowed destinations in Asia such as India, Thailand and Singapore to attract 'medical' tourists from Europe and the USA.

- 1
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 - 2
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 - 3
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(d) The development of tourism in some Less Economically Developed Countries (LEDCs) is difficult because of poor infrastructure. Explain **three** negative economic impacts that are often experienced by LEDCs when they undertake large infrastructure developments, such as the building of airports and roads.

- 1
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 - 2
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- (e) Discuss the ways in which business tourism has contributed to the development of a destination with which you are familiar.

Name of chosen destination

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[6]

[Total: 25]

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