



Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



TRAVEL AND TOURISM

7096/12

Core Module

October/November 2017

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 **12** printed pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), information from the 2014 Airport Rankings.

(a) Identify the following:

- the highest ranking European airport

.....

- the airport with the greatest negative percentage change in international passengers

.....

- the name of the only American airport to feature in the top 20 rankings

.....

[3]

(b) Dubai airport (DXB) now ranks as the world's busiest airport for international passenger traffic.

Explain **two negative** economic impacts associated with increased arrivals of international tourists.

1

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2

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[4]

Question 2

Refer to Fig. 2 (Insert), information regarding Brazil’s tourist visa requirements.

(a) Identify the following:

- the number of international visitors to Brazil per year

.....

- the typical cost of a visa to Brazil

.....

- the percentage of spending from domestic visitors

.....

[3]

(b) State the following:

- the continent that Brazil is in

.....

- whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul

.....

[2]

(c) Explain **two** ways governments can encourage the growth of tourism.

1

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2

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[4]

- (d) The Olympic Games is an international sporting event that attracts tourists from all over the world. The 2012 London Olympics are said to have created 14 000 new tourism jobs.

Describe **three** direct tourism jobs that events could generate.

1

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2

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3

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[6]

- (e) National Tourism Organisations (NTOs) play an important role in the development and promotion of tourism.

Explain **two** ways that NTOs could encourage an increase in business tourism.

1

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2

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[4]

Question 3

Refer to Photographs A and B (Insert), a businesswoman checking in to a hotel and a touch screen survey.

- (a) When checking in to a hotel, staff inform customers about the services and facilities that are available to them.

State **four** services **or** facilities that hotel staff may discuss with a business customer at check in.

- 1
- 2
- 3
- 4

[4]

- (b) When checking in to a hotel, customers will be asked to complete a registration record.

State **three** items of personal data requested on a registration record.

- 1
- 2
- 3

[3]

- (c) Suggest **two** members of staff that a hotel receptionist will inform once a guest has checked out and explain why they need to be informed.

Member of staff	Reason why

[4]

- (d) Travel and tourism organisations have procedures that members of staff are required to follow when handling customer complaints.

Explain **four** ways that staff in a hotel can display good customer service when handling complaints.

1

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2

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3

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4

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[8]

Question 4

Refer to Fig. 3 (Insert), information about Moscos.

(a) State **two** components included in a package holiday.

- 1
- 2 [2]

(b) State **three** characteristics of independent tour operators.

- 1
- 2
- 3 [3]

(c) Moscos offer cruise packages.

Identify the **two** major cruise circuits offered by Moscos.

- 1
- 2 [2]

(d) Explain **three** factors that may limit where tourists choose to visit.

- 1
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 - 2
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 - 3
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- [6]

