www.dynamicpapers.com

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

TRAVEL AND TOURISM **7096/23**

Alternative to Coursework **October/November 2013**

INSERT

2 hours 30 minutes

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.

DC (CW) 83614/2
© UCLES 2013

UNIVERSITY of CAMBRIDGE International Examinations

www.dynamicpapers.com

Fig. 1 for Question 1

Rail of India launches 'Gateway to India' tour

Rail of India is one of India's leading providers of rail travel to domestic and international leisure tourists. Many tourists from Japan and Australia wish to visit India's many historic and cultural sites, including the Taj Mahal, the Ladakh monasteries and the Elephant Gate. India is perfect for rail travel as the rail network is good. All main attractions can be reached by train, as you sit back and enjoy the stunning scenery of the countryside.

Rail of India has launched '*Gateway to India*', a flexible tour which allows customers to choose their own route and spend time at locations of their choice. Free welcome packs are available in Japanese and English and local guides are at main departure points to advise tourists about places of specific interest to each nationality.

Fig. 1

Fig. 2 for Question 2

Tourism in Bulgaria

- 40% of international tourists come from Greece, Romania and Germany.
- Since 2011 there has been a 25% increase in domestic tourism.
- Most tourists choose all-inclusive packages.
- Most tourists also choose cultural packages, including architectural and village tourism.
- Tourism in Bulgaria was promoted in 2012 through an advertising campaign using television and leaflets.

Fig. 2

Fig. 3 for Question 3

Skanis Hotel opens family-friendly rooms

The Skanis Hotel has recently added 15 specially designed family rooms. The opening of these rooms was attended by one of Tunisia's football stars. Every room has access to the playroom with toys and entertainment for all age groups. There is a free baby-sitting service and the hotel offers a range of supervised activities in the sports area for children aged 5 to 15. The swimming pool with slides and fountains is perfect for children and the lifeguard ensures safe swimming all day. A special price, available only on the family rooms, includes entrance to nearby local attractions. The Skanis Hotel is one of the few hotels in Tunisia to issue e-tickets.

Fig. 3

© UCLES 2013

www.dynamicpapers.com

Fig. 4 for Question 4

The future of Windmills of Holland

Windmills of Holland, which owns six beautiful windmills and a museum in western Holland, has been receiving tourists for over one hundred years. Research has shown that 90% of tourists think the windmill tours and museum are one of the best places to visit for anyone going to Holland. However, the owners of Windmills of Holland are wondering whether large numbers of tourists will continue to visit in the future as city breaks to Amsterdam and Rotterdam have become increasingly popular. For example, Rotterdam's new water and maritime centre is attracting many families, particularly as it offers accommodation as well as interesting activities for all age groups.



Fig. 4

© UCLES 2013

www.dynamicpapers.com

BLANK PAGE

Copyright Acknowledgements:

© Ref: 10036118; http://www.freedigitalphotos.net/images/United_Kingdom_g82-Windmill_p36118.html.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.