



Cambridge International Examinations
Cambridge Ordinary Level

TRAVEL AND TOURISM

7096/12

Core Module

October/November 2014

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 **5** printed pages and **3** blank pages.

Fig. 1 for Question 1



Fig. 1

Fig. 2 for Question 2

Hawaiian Airlines has announced the next stage in its aircraft expansion plan. They will purchase five new Airbus A330 aircraft for delivery by 2015.

All of Hawaiian Airlines' new A330s will carry a total of 294 passengers in economy and business classes. This is 30 more passengers per aircraft than its current fleet of 16 Boeing 767 aircraft. The new A330s are more fuel-efficient than the Boeing 767s and have a longer operating range. This allows Hawaiian Airlines to open new non-stop routes between Hawaii and destinations in all of North America and eastern Asia.

Hawaiian Airlines has used its fleet of new A330s to meet increased consumer demand for its services to Honolulu from Las Vegas, Los Angeles, San Francisco and from Tokyo. The airline will also use A330 aircraft for its daily non-stop New York City to Honolulu service and on new routes to Brisbane in Australia and Auckland in New Zealand.

Fig. 2

Fig. 3 for Question 3

In 2010 Yosemite received 4 047 880 visitors, which was the largest number of visitors to the park since 1996.

Summer Visitor Survey

- 82% of visitors were US residents; 69% of those were from California, and 4% were from Texas.
- 18% of visitors were international visitors. Of those, 23% were from the United Kingdom, 11% from France, 9% from Holland and 7% from Japan.
- 19% of respondents had visited Yosemite National Park at least twice in the past 12 months.
- 48% of respondents were visiting Yosemite National Park for the first time.
- 60% of respondents listed 'sightseeing or taking a scenic drive' as their main activity and 20% listed 'hiking', while 7% listed 'climbing' and 'canoeing'.
- 74% of respondents travelled to the park in a private vehicle and 2% arrived by bicycle.



Yosemite National Park has 13 popular campgrounds, of which up to seven are run on a reservation system. From April through to September, reservations are essential and even the first-come, first-served campgrounds often fill by noon from May through to September.

Fig. 3

Fig. 4 for Question 4

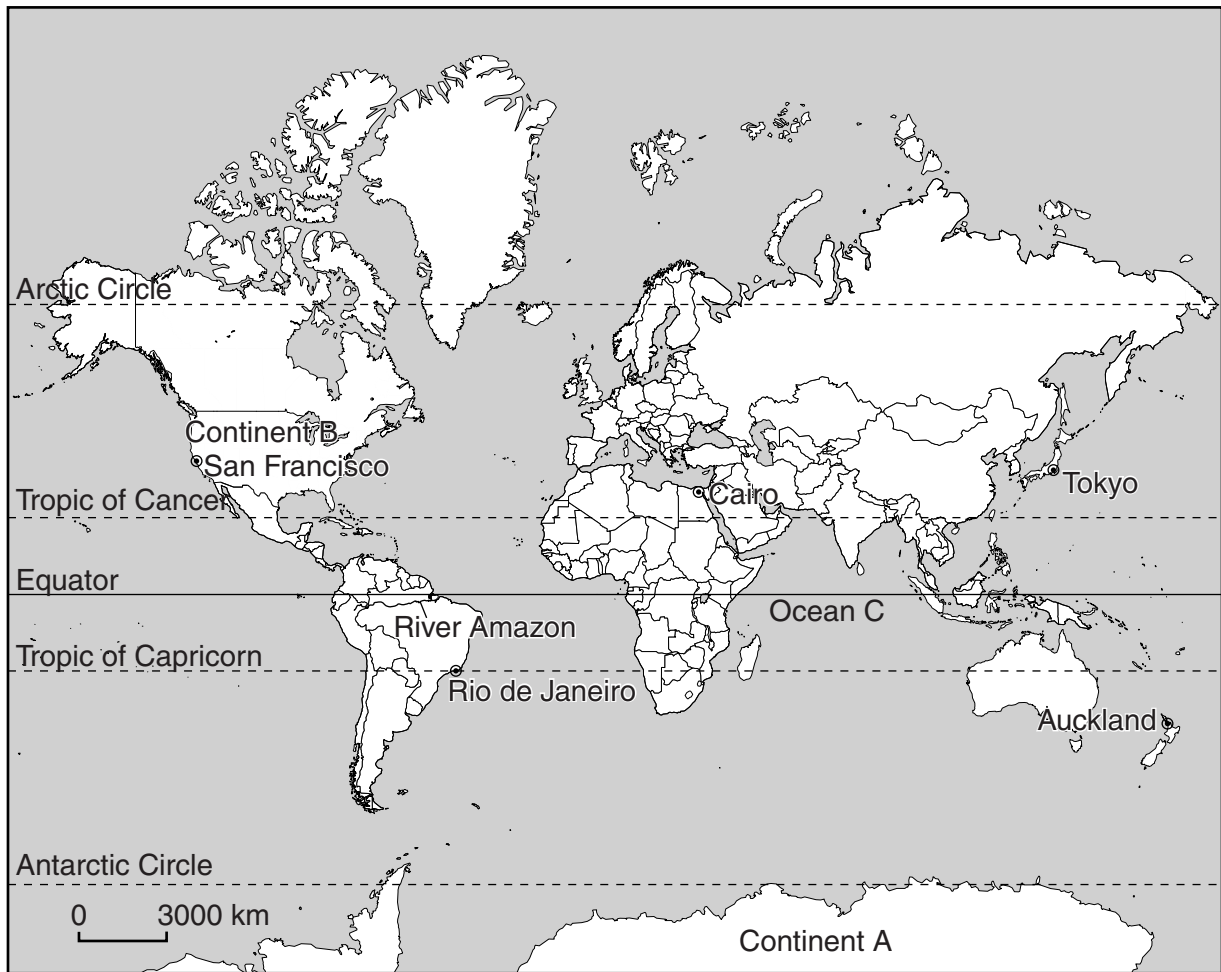


Fig. 4

BLANK PAGE

BLANK PAGE

BLANK PAGE

Copyright Acknowledgements:

Fig. 2: Source: © adapted from - <http://www.eturbonews.com/26457/hawaiian-airlines-adding-five-more-airbus-a330s-2015>

Fig. 3: Sources: © Image JDS and text adapted from - <http://www.nps.gov/yose/parkmgmt/statistics.htm>

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.