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Cambridge
O Level

Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

7897935370

TRAVEL AND TOURISM **7096/12**

Core Module **October/November 2015**

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.

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CAMBRIDGE
International Examinations

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Question 1

Refer to Fig. 1 (Insert), information about the economic importance of tourism.

(a) Identify from Fig. 1 (Insert), the following:

- the number of world tourism arrivals in 1995

  .....

- the percentage of world GDP supplied by tourism

  .....

- the value of world tourism in terms of exports

  ..... [3]

(b) State **two** developments to infrastructure undertaken in many destinations and explain why **each** is needed to increase international arrivals.

Infrastructure development .....

.....

Reason .....

.....

Infrastructure development .....

.....

Reason .....

..... [4]

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(c) Large infrastructure projects can cause negative impacts in particular destinations. Explain how the construction of such projects might cause **each** of the following:

- a negative economic impact

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- a negative social impact

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- a negative environmental impact

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..... [6]

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(d) Explain how each of **three** types of "shock", other than the 1970s oil supply crisis, have disrupted the overall pattern of growth in world tourism since 1950.

1 .....

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2 .....

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3 .....

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..... [6]

(e) With reference to **one** tourist destination with which you are familiar, discuss the reasons why the 'demonstration effect' is generally viewed as being a negative impact of tourism.

Chosen destination .....

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..... [6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 2 (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 in Cuba

  .....

- whether average July temperatures in Buenos Aires will be higher or lower than in January

  .....

- whether local time in Brisbane is in advance of or behind local time in Nairobi

  .....

- whether Washington DC is at risk from hurricanes in early autumn

  ..... [4]

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(c) Explain **three** ways in which hotels can help support the local culture of the destinations in which they are located.

1 .....

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2 .....

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3 .....

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..... [6]

(d) State **three** ways in which hotels can provide their guests with information about the local destination and describe how guests can access **each** source of information.

1 .....

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2 .....

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3 .....

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..... [6]

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(e) Evaluate the customer service strategies used by many hotels to encourage repeat visits.

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[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), information about Shrewsbury Abbey, an historic visitor attraction in the UK.

(a) Identify from Fig. 3 (Insert) **three** types of visitor to Shrewsbury Abbey.

1 .....

2 .....

3 ..... [3]

(b) With reference to Fig. 3 (Insert), explain **two** aspects of Shrewsbury Abbey's appeal to visitors.

1 .....

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2 .....

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..... [4]

(c) State **three** likely sources of information about Shrewsbury Abbey and explain the usefulness of **each** source to an international visitor **before** their arrival in the UK.

1 .....

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2 .....

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3 .....

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(d) Explain **three** ways in which accidental damage to historic attractions and their exhibits can be prevented.

1 .....

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2 .....

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3 .....

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(e) Assess the services that are usually provided by city centre Tourist Information Centres (TICs) for the benefit of visitors to a destination.

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[Total: 25]

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Question 4

Refer to Fig. 4 (Insert), information about Dubai International airport (DXB).

(a) Identify from Fig. 4 (Insert) the following:

- the number of airlines serving Dubai International

  .....

- the current passenger capacity of Dubai International

  .....

- the percentage increase in passenger numbers for June 2013 compared with June 2012

  ..... [3]

(b) Using Fig. 4 (Insert), identify **two** services provided by Dubai International airport and for **each** explain how passenger needs might be met.

1 .....

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2 .....

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..... [4]

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(c) Dubai International airport acts as a 'hub' for Emirates flights to and from destinations around the world. Explain how this has contributed to **each** of the following:

- Dubai acting as a stopover destination

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- all Emirates flights having multi-lingual cabin crew

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(d) Many international airlines, such as Emirates, provide services for passengers with special needs. Complete the following table by identifying **three** special needs a passenger may have and describing how airlines attempt to meet these passengers' requirements.

Passenger Special Need	**How need is met**
1.	
2.	
3.	

[6]

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(e) Many tour operators will include an Emirates flight as part of an inclusive tour. Discuss the ways in which tour operators create products for the leisure travel market.

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[Total: 25]

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