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Cambridge
O Level

Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

5528848393

TRAVEL AND TOURISM **7096/13**

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 Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [ ] at the end of each question or part question.

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Question 1

Refer to Fig. 1 (Insert), a poster displayed on a travel and tourism organisation's staff room wall and Fig. 2 (Insert), a member of waiting staff at a restaurant.

(a) Identify from Fig. 1 (Insert), the **three** aspects of eagerness which the travel and tourism organisation expects of its employees.

1 .....

2 .....

3 .....[3]

(b) Explain the **two** ways in which the member of waiting staff shown in Fig. 2 (Insert), is putting the contents of the staff room poster into practice.

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.....[4]

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(c) The restaurant shown in Fig. 2 (Insert), attracts many local residents to its weekly buffet lunches.

Describe **three** ways in which staff are likely to prepare the restaurant for service.

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(d) The restaurant has won a number of awards and has obtained a star rating.

Explain **three** advantages to the restaurant of displaying the award logos on its stationery, printed flyers and on the outside wall by the entrance.

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[Turn over

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(e) Many destinations offer a variety of opportunities to enjoy a meal in an unusual setting.

With reference to **one** example with which you are familiar, assess the appeal of the chosen unusual dining experience to visiting tourists.

Chosen example.....

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.....[6]

[Total: 25]

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Question 2

Refer to Fig. 3 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 3 (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 Hawaii

  .....

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

  .....

- whether local time in Abu Dhabi is in advance of or behind local time in Perth

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- whether San Francisco is at risk from hurricanes in early autumn

  .....

[4]

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(c) Many destinations have seasonal climates.

Explain how the tourist season has been extended in some locations with each of the following characteristics:

- mountain areas which have been developed mainly as ski resorts

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- coastal areas which have been developed mainly as beach resorts

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[6]

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(d) Not all visitors to a destination are on holiday. Some visitors will be business tourists who are travelling in connection with their work, attending conferences and exhibitions.

Describe **three** different types of facility found in major destinations which are often used to host such events.

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(e) Assess the services that major international airlines supply for the convenience of their business-class passengers.

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[Total: 25]

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Question 3

Refer to Fig. 4 (Insert), information about the Japanese Shinkansen and details of a rail tour to Hiroshima.

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

- the year in which Shinkansen services began

  .....

- the major natural landscape feature visible on the journey

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- the cost of the 4-day tour

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[3]

(b) Identify and explain **two** likely disadvantages to tourists of taking the tour shown in Fig. 4 (Insert).

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(c) Explain **three** advantages to travellers of using trains for international travel rather than short-haul flights.

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(d) All destinations try to maximise their visitor numbers.

Explain **three** potential benefits to a destination of increasing the amount of tourist accommodation available in the local area.

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(e) Discuss the ways in which tourism can create positive environmental impacts in **urban** areas.

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[Total: 25]

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Question 4

Refer to Fig. 5 (Insert), a news item about football tourism in the UK and Fig. 6 (Insert), a photograph of a city sightseeing tour bus.

(a) Identify from Fig. 5 (Insert) the following:

- the name of the UK's national tourism agency

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- the largest source market for football tourists visiting the UK

  .....

- the average amount spent by a visitor to the UK in 2012

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[3]

(b) With reference to Fig. 5 (Insert), identify and explain **two** positive impacts on the UK resulting from football tourism.

1 .....

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(c) Visitors watching UK football matches are classified as sports tourists. There are many other types of tourism.

Define what is meant by **each** of the following and give an appropriate named example of each of the listed types of tourism activity:

- adventure tourism

Definition.....

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Example.....

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- cultural tourism

Definition.....

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Example.....

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- medical tourism

Definition.....

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Example.....

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[6]

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(d) Once at their chosen destination, many tourists will take a city sightseeing tour, such as the one shown in Fig. 6 (Insert).

Explain **three** ways in which such tours are likely to appeal to visiting tourists.

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(e) Discuss the reasons why many destinations which were previously very popular with visitors are now facing decline.

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[Total: 25]

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