

Cambridge  
**O Level**

**Cambridge International Examinations**  
Cambridge Ordinary Level

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**TRAVEL AND TOURISM**

**7096/23**

Alternative to Coursework

**October/November 2017**

INSERT

**2 hours 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

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Fig. 1 for Question 1



## **FLIORI – join us to enjoy the best holiday experience!**

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Fig. 1

**Fig. 2 for Question 2**

A situation analysis of tourism in Myanmar (Burma).

1. The Government of Myanmar has made flexible visa arrangements with some neighbouring countries.
2. Most tourism providers in Myanmar do not have access to the internet.
3. There are direct scheduled flights to Myanmar from countries such as Thailand, Singapore and Qatar.
4. The cities of Yangon and Mandalay are often very congested with traffic.
5. There are few budget or other hotel groups operating in Myanmar.
6. Many of the local population are interested in working in the hospitality industry in Myanmar.
7. Visitor numbers to Myanmar increased by 50% in 2014.

**Fig. 2****Fig. 3 for Question 3**

Prime Gallery 2016



Prime Gallery was established 25 years ago near the centre of the lively city of Melbourne, Australia. Specialising in modern art, Prime Gallery has become well known for its collection of works by leading Australian artists. Last year, however, visitor numbers declined. Two new galleries opened closer to the main shopping district. Also, a change to public transport routes means that there are fewer buses passing nearby and Prime Gallery is not close to the free tram zone.

Prime Gallery's owners are reluctant to increase entrance prices, but revenues are down again this year. Prime Gallery will need to do much more to attract new customers, especially families, if it is to remain in business.

**Fig. 3**

Fig. 4 for Question 4

## Tourism in Cuba



Cuba is a Caribbean island which has a wide variety of fascinating sights for visitors. The capital, Havana, has many historic hotels and restaurants serving traditional Cuban food. The Spanish colonial architecture is well preserved and can be seen throughout the island from Old Havana to Morro Castle. The oldest house in Cuba, the Casa De Diego Velazquez, dates back to the 16<sup>th</sup> Century and was the official residence of Cuba's first governor. Tourists can also visit the places where famous writers, such as Ernest Hemingway, used to live. The Cuban Tourist Board has recently launched the Authentic Cuba campaign. This highlights the cultural and historic sights of the island, as well as Cuba's many other attractions. The majority of visitors to Cuba come from Canada, but many also come from Mexico and Venezuela. Discount tour packages are an important reason why Cuba is now the second most popular Caribbean island.

Fig. 4

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