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Cambridge Assessment International Education

Cambridge O Level

TRAVEL & TOURISM **7096/23**

Paper 2 Alternative to Coursework **October/November 2020**

INSERT **2 hours 30 minutes**

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INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

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Fig. 1.1 for Question 1

Spain was the first country to develop mass tourism in the last century but as a 'mature destination' it faced a number of issues as trends changed.

- Visitors now want individually-planned holidays rather than packaged tours. They want to decide for themselves what to do and not to be limited to the plans made by tour operators.
- Visitors want to experience the 'real' Spain, rather than the artificial mass tourist experience.
- Visitors want to go to areas that have not been environmentally damaged with tourism infrastructure.
- Many visitors now choose activity-based holidays. Visitors no longer seek just sunbathing and nightlife but want complementary activities (excursions, cultural visits and sports).

Fig. 1.1

Fig. 2.1 for Question 2

The Singapore Night Race is the highlight of Singapore's sporting calendar and a major event in the Grand Prix calendar each year. 2008 was the first ever night race of its kind. An airline has been the official sponsor of the event since 2014, helping to showcase the Night Race to the world. The partnership between the sponsors and the event organisers over the last five years has been a key component in the success of the Night Race.

The Grand Prix in Singapore also highlights the best of the city's vibrant lifestyle, ranging from the exciting nightlife, parties and entertainment, to world-class shopping and dining. Experience all these and more at the home of the Night Race: a truly 'One Stop Non-Stop' race destination.

Fig. 2.1

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Fig. 3.1 for Question 3

Prince Edward Island (PEI) is located off the eastern coast of Canada, between the provinces of New Brunswick and Nova Scotia in the Gulf of St. Lawrence.

The island was the setting of the 'Anne of Green Gables' children's novel written in 1908 and the tourism board of PEI has developed a series of special interest packages for fans of the novel. One of the most popular packages is advertised below.

- 3 nights accommodation in a cottage
- Admission to the Anne of Green Gables Museum at Park Corner
- Pass to visit the National Park Anne of Green Gables House Museum and walking trails
- Pass to visit the Lucy Maud Montgomery (author of the novel) Cavendish Homestead
- Short carriage ride
- Visit to the National Park beach
- Tickets to Anne of Green Gables the Musical at the Charlottetown Festival
- Watch the Anne of Green Gables movie in your cottage
- Read the Anne of Green Gables book in your cottage

4-day package from $444.00
(Double Occupancy plus taxes)

Fig. 3.1

Fig. 4.1 for Question 4

Subsidy for Tourism Sector

As part of the tourism promotion campaign in Kerala in India, the Department of Tourism has invited investors in the tourism sector to apply for a subsidy.

Projects which are eligible for the subsidy scheme are hotels with star classification, motels, restaurants, amusement parks and tour operators recognised by the Central Government, any institutions giving training in the traditional art forms and handicrafts of Kerala, and Ayurveda centres of health and wellbeing approved by the Department of Tourism.

A subsidy will be given only if the project is complete and functional. In addition, projects which have already previously received any kind of subsidy from government will not be eligible for subsidy under this scheme.

Fig. 4.1

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