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Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4271360512

TRAVEL & TOURISM **7096/13**

Paper 1 Core Paper **October/November 2020**

2 hours

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Blank pages are indicated.

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[Turn over

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Question 1

Refer to Fig. 1.1 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 1.1 complete the following table by naming each feature:

Feature	Name
Continent **A**	
Continent **B**	
Ocean **C**	

[3]

(b) State the following:

whether local time in Russia is in advance of or behind local time in London, UK .....

the term which best describes the climatic conditions in Greenland .....

the capital city at the destination marked **D** .....

the line of latitude **E** .....

[4]

(c) Tourists travel for different reasons, one reason is VFR tourism.

(i) Define, using an example, what is meant by the term VFR.

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..... [2]

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(ii) Explain **one** advantage and **one** disadvantage of VFR tourism to a destination.

Advantage .....

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Disadvantage .....

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[4]

(d) Demand for international tourism continues to grow and many tourists travel within their own region.

Explain **three** likely reasons why tourists travel within their own region.

1 .....

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2 .....

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3 .....

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[6]

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(e) Negative global events such as terrorism and environmental disasters can affect tourist confidence in international travel.

Assess the reasons why international tourism continues to grow despite negative global events.

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..... [6]

[Total: 25]

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Question 2

Refer to Fig. 2.1 (Insert), a photograph of a travel agency in Queensland, Australia.

(a) State **four** products or services sold by travel agents.

1 .....

2 .....

3 .....

4 .....

[4]

(b) Explain how the following factors affect the prices set by tour operators:

seasonality .....

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flight departure time .....

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[4]

(c) **(i)** State **three** travel and tourism principals.

1 .....

2 .....

3 .....

[3]

(ii) Explain how travel and tourism principals are dependent on each other.

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..... [2]

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(d) Explain **three** ways the internet has changed the way travel agents operate.

1 .....

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2 .....

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3 .....

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[6]

(e) Assess the importance to travel agents of offering ancillary services.

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..... [6]

[Total: 25]

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Question 3

Refer to Fig. 3.1 (Insert), information about St. Martin, a country in the Caribbean.

(a) State **three** promotional methods the NTO can use to encourage tourists back to the island.

1 .....

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2 .....

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3 .....

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[3]

(b) Explain how the following tourism organisations can help to encourage tourists to return to St. Martin:

tour operators .....

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.....

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accommodation providers .....

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[4]

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(c) Explain the role of the following infrastructure to tourism in St. Martin:

airports .....

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seaports .....

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roads .....

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[6]

(d) The extreme weather of Hurricane Irma caused a reduction in tourists visiting St. Martin.

Explain **three** other factors likely to have a negative effect on tourism demand to a destination.

1 .....

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2 .....

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3 .....

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[6]

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(e) Assess the risks to destinations of becoming over-dependent on tourism.

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[Total: 25]

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Question 4

Refer to Fig. 4.1 (Insert), a photograph of an overcrowded area of Venice, a city in Italy.

(a) State **three** types of built attractions.

1 .....

2 .....

3 .....

[3]

(b) Venice is a car-free city.

State **four** ways tourists might move around a car-free destination.

1 .....

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2 .....

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3 .....

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4 .....

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[4]

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(c) Explain **three** environmental impacts likely to occur as a result of overcrowding in tourist areas.

1 .....

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2 .....

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3 .....

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[6]

(d) Explain **three** ways tourism organisations can minimise overcrowding.

1 .....

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2 .....

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3 .....

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[6]

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(e) Evaluate the impacts cruise ships may have on destinations.

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[Total: 25]

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