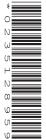


Cambridge International Examinations

Cambridge Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



TRAVEL AND TOURISM

7096/12

Core Module

October/November 2014

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.



Refer to Fig. 1 (Insert), a photograph taken at a historic visitor attraction.

(a)	signs to help them deliver a good standard of customer care.							
	1							
	2							
	[4]							
(b)	State three ways in which the visitor attraction shown in Fig. 1 (Insert) is likely to earn revenue from its visitors.							
	1							
	2							
	3[3]							
	J[0]							
(c)	Explain three ways in which visitor attractions can create positive sociocultural impacts.							
	1							
	2							
	3							
	[6]							

wear an appropriate uniform
attend meetings with a supervisor
attend Cost and trade of
attend first aid training
reference to one area of outstanding natural beauty with which you are familiar, on which it has been developed for tourism. The of chosen area of outstanding natural beauty
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Refer to Fig. 2 (Insert), a news item about Hawaiian Airlines, based in Honolulu, Hawaii.

(a)	Identify from Fig. 2 (Insert) the three destinations served by Hawaiian Airlines that are not in the USA.
	1
	2
	3[3]
(b)	Using Fig. 2 (Insert), identify and explain two advantages to Hawaiian Airlines of replacing their Boeing 767s with new Airbus A330s.
	1
	2
	[4]
(c)	Explain three advantages to passengers travelling with Hawaiian Airlines of visiting a travel agency to make their travel arrangements.
(c)	
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3.											
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Refer to Fig. 3 (Insert), information about the Yosemite National Park in California, USA.

(a)	lder	ntify from Fig. 3 (Insert) the following:
	•	the percentage of American visitors to Yosemite that were from California
	•	the country with the largest number of international visitors to Yosemite
	•	the mode of transport used by most visitors to travel to Yosemite
	•	the most popular activity for visitors to Yosemite
		[4]
(b)	lder visit	ntify from Fig. 3 (Insert) three outdoor adventure activities popular amongst Yosemite's cors.
	1	
	2	
	3	[3]

. ,	impacts.
	1
	2
	3
	[6
(d)	Explain three advantages to visitors interested in outdoor adventure activities of camping in national park such as Yosemite.
	1
	2
	2
	2

(e)	Discuss that tractions	differe	nt w	vays	in	which	desti	nation	s car	ma:	nage	wildlife	to	create	visitor
		 												• • • • • • • • • • • • • • • • • • • •	
		 													[6]
														[To	tal: 25]

Refer to Fig. 4 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 4 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Continent B	
Ocean C	

n
-

(b) S	State	the	fol	lowir	ng:
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Siai	te the following.	
•	the term that best describes the climatic conditions along the course of the River Ama	ızon
•	whether July in Auckland is high or low season	
•	whether local time in San Francisco is in advance of or behind local time in Tokyo	
•	whether Cairo is east or west of the Greenwich Meridian	
		[4]

(c)	Explain three factors that have allowed destinations in Asia such as India, Thailand and Singapore to attract 'medical' tourists from Europe and the USA.
	1
	2
	3
	[6]
(d)	The development of tourism in some Less Economically Developed Countries (LEDCs) is difficult because of poor infrastructure. Explain three negative economic impacts that are often experienced by LEDCs when they undertake large infrastructure developments, such as the building of airports and roads.
	1
	2
	3
	3
	3

(e)	Discuss the ways in which business tourism has contributed to the development of a destination with which you are familiar.
	Name of chosen destination
	[6]

[Total: 25]

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