

Cambridge International Examinations

Cambridge Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



TRAVEL AND TOURISM

7096/12

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 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), information about the economic importance of tourism.

a)	Identify from Fig. 1 (Insert), the following:
	the number of world tourism arrivals in 1995
	the percentage of world GDP supplied by tourism
	the value of world tourism in terms of exports
	[
(b)	State two developments to infrastructure undertaken in many destinations and explain wheach is needed to increase international arrivals.
	Infrastructure development
	Reason
	Infrastructure development
	Reason
	[
	L.

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(c)		ge infrastructure projects can cause negative impacts in particular destinations. Explain the construction of such projects might cause each of the following:
	•	a negative economic impact
	•	a negative social impact
	•	a negative environmental impact
		[6]

Explain how each of three types of "shock", other than the 1970s oil supply crisis, had disrupted the overall pattern of growth in world tourism since 1950.
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With reference to one tourist destination with which you are familiar, discuss the reasons the 'demonstration effect' is generally viewed as being a negative impact of tourism.
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Refer to Fig. 2 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 2 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Continent B	
Ocean C	

		earro	
			[3]
(b) 8	tate the following:	
	•	the term that best describes the climatic conditions in Cuba	
	•	whether average July temperatures in Buenos Aires will be higher or lower that January	ı in
	•	whether local time in Brisbane is in advance of or behind local time in Nairobi	
	•	whether Washington DC is at risk from hurricanes in early autumn	. [4]
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(e)	Evaluate the customer service strategies used by many hotels to encourage repeat visits.
	[6]
	[Total: 25]

Refer to Fig. 3 (Insert)	, information abou	it Shrewsbury Abbey	, an historic visitor	attraction in the UK.

(a)	Identify from Fig. 3 (Insert) three types of visitor to Shrewsbury Abbey.
	2
	3[3]
(b)	With reference to Fig. 3 (Insert), explain two aspects of Shrewsbury Abbey's appeal to visitors.
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(c)	State three likely sources of information about Shrewsbury Abbey and explain the usefulness of each source to an international visitor before their arrival in the UK.
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Refer to Fig. 4 (Insert), information about Dubai International airport (DXB).

Identify from Fig. 4 (Insert) the following:	
the number of airlines serving Dubai International	
	[3]
Using Fig. 4 (Insert), identify two services provided by Dubai International airport and each explain how passenger needs might be met.	for
1	
2	
	[4]
	 the number of airlines serving Dubai International the current passenger capacity of Dubai International the percentage increase in passenger numbers for June 2013 compared with June 20 Using Fig. 4 (Insert), identify two services provided by Dubai International airport and

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(c)	Dubai International airport acts as a 'hub' for Emirates flights to and from destinations around the world. Explain how this has contributed to each of the following:			
	Dubai acting as a st	Dubai acting as a stopover destination		
	all Emirates flights h	aving multi-lingual cabin crew		
			aving main ingual cabin crow	
		[6]		
(d)) Many international airlines, such as Emirates, provide services for passengers with special needs. Complete the following table by identifying three special needs a passenger may have and describing how airlines attempt to meet these passengers' requirements.			
Pas	ssenger Special Need	How need is met		
1.				
2.				
3.				
		[6]		

(e)	Many tour operators will include an Emirates flight as part of an inclusive tour. Discuss the ways in which tour operators create products for the leisure travel market.
	[6

[Total: 25]

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