

## **Cambridge International Examinations**

Cambridge Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

### TRAVEL AND TOURISM

7096/12

Core Module

October/November 2017

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 from the 2014 Airport Rankings.

(a)	Ider	ntify the following:
	•	the highest ranking European airport
	•	the airport with the greatest negative percentage change in international passengers
	•	the name of the only American airport to feature in the top 20 rankings
		[3]
(b)	Dub traff	pai airport (DXB) now ranks as the world's busiest airport for international passenger ic.
		lain <b>two negative</b> economic impacts associated with increased arrivals of international ists.
	1	
	2	
		[4]

		eing a member of IATA	-
1			
2			
3			
Describe <b>three</b>	characteristics of low		st, North Amca, Asia and Eur
	characteristics of low	cost airlines.	
	characteristics of low	cost airlines.	
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2	characteristics of low	cost airlines.	
1	characteristics of low	cost airlines.	
2	characteristics of low	cost airlines.	st, North Africa, Asia and Eur

(e)	International airports offer passengers the option to upgrade their airport experience by booking into a VIP lounge.
	Discuss the appeal to leisure tourists of upgrading to the VIP airport lounge.
	[6]
	[Total: 25]

Refer to Fig. 2 (Insert), information regarding Brazil's tourist visa requirements.

(a)	Idei	ntify the following:	
	•	the number of international visitors to Brazil per year	
	•	the typical cost of a visa to Brazil	
	•	the percentage of spending from domestic visitors	
			[3]
(b)	Sta	te the following:	
	•	the continent that Brazil is in	
	•	whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul short haul	or
			 [2]
(c)	Exp	plain <b>two</b> ways governments can encourage the growth of tourism.	
	1		
	2		
			 [4]

(d) The Olympic Games is an international sporting event that attracts tourists from all over the

	world. The 2012 London Olympics are said to have created 14000 new tourism jobs.	
	Describe three direct tourism jobs that events could generate.	
	1	
	2	
	3	
		[6
e)	National Tourism Organisations (NTOs) play an important role in the development promotion of tourism.	and
	Explain two ways that NTOs could encourage an increase in business tourism.	
	1	
	2	
		 [4

**(f)** 

Discuss the ways that promotional materials can	<u>-</u>
	[6]

[Total: 25]

Refer to Photographs A and B (Insert), a businesswoman checking in to a hotel and a touch screen survey.

(a)	When checking in to a hot available to them.	el, staff inform customers about the services and facilities that are
	State <b>four</b> services <b>or</b> facheck in.	cilities that hotel staff may discuss with a business customer at
	1	
	2	
	3	
	4	
		[4]
(b)	When checking in to a hot	el, customers will be asked to complete a registration record.
	State three items of perso	nal data requested on a registration record.
	1	
	2	
	3	
		[3]
(c)	Suggest <b>two</b> members of out and explain why they r	staff that a hotel receptionist will inform once a guest has checked need to be informed.
	Member of staff	Reason why

[4]

(d)	Travel and tourism organisations have procedures that members of staff are required to follow when handling customer complaints.
	Explain <b>four</b> ways that staff in a hotel can display good customer service when handling complaints.
	1
	2
	3
	4
	[8]

Many travel and tourism organisations will use technology such as touch screens, to gather information on their level of customer care as seen in photograph B (Insert).
Discuss the benefits to travel and tourism organisations of using technology to measure their customer care standards.
[6]
[Total: 25]

Refer to Fig. 3 (Insert), information about Moscos.

(a)	State two components included in a package holiday.
	1
	2[2]
(b)	State <b>three</b> characteristics of independent tour operators.
(6)	1
	2
	3
	[3]
(c)	Moscos offer cruise packages.
	Identify the <b>two</b> major cruise circuits offered by Moscos.
	1
	2[2]
(d)	Explain <b>three</b> factors that may limit where tourists choose to visit.
	1
	2
	3
	[6]

(e)	Moscos sell all-inclusive holidays.	
	Explain three disadvantages to a destination of all-inclusive holiday packages.	
	1	
	2	
	3	
		[6]
(f)	Discuss how destinations may cater for backpacker tourists.	
		.[6]
	[Total:	0-1

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