

Cambridge Assessment International Education

Cambridge Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

7096/13

Core Module

October/November 2019

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 Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.



This document consists of 11 printed pages, 1 blank page and 1 Insert.

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Ref	er to Fig. 1.1 (Insert), information	on tourism in the	Caribbean.
(a)	Identify the following:		
	the country that accounts for hal	f of visitor arrivals	to the Caribbean
	the number of international visito	ors to the Caribbea	an
	the climate of the Caribbean		
	the percentage increase in intra-	·Caribbean tourisr	n
			[4]
(b)	In the table below circle the thre	e Caribbean islan	ds.
	Mexico	Cuba	
	United States of America	Venezuela	
	Jamaica	Barbados	
			[3]
(c)	Explain three likely ways that Natourism.	tional Tourist Boa	rds can encourage the growth of Caribbean
	1		
	2		
	2		
	3		
			[6]

	Explain three likely reasons for the slow growth of Intra-Caribbean tourism.	
	1	
	2	
	3	
		[6]
(a)		
	Discuss the benefits to the Caribbean of attracting long-stay visitors	
(0)	Discuss the benefits to the Caribbean of attracting long-stay visitors.	
(0)	Discuss the benefits to the Caribbean of attracting long-stay visitors.	
(6)	Discuss the benefits to the Caribbean of attracting long-stay visitors.	
(0)		
(6)	Discuss the benefits to the Caribbean of attracting long-stay visitors.	
(6)		
(6)		

Ref	fer to Fig. 2.1 (Insert), information on the amount spent by international tourists.	
(a)	Identify the following:	
	the country shown in the chart that is in the continent of South America	
	the amount spent by tourists from China	
	one country in the chart that is in Europe	
	the amount spent by tourists from Australia	
4.		[4]
(b)		
	Explain two likely reasons why Chinese tourists spend the most.	
	1	
	2	
		[6]
(c)	State the tourist type that is least price sensitive. Give one reason for this.	
	Tourist type:	
	Reason:	
		[3]
		[U]

(d)	Describe three ancillary services likely to be purchased by leisure tourists before travel.
	1
	2
	3
	[6]
(e)	Tourism expenditure has a wider impact on the economy.
	Discuss the likely positive tourism multipliers of a tourist staying in a locally owned and
	managed hotel.
	[6]

Ref	er to Fig. 3.1 (Insert), information on Yokohama, Japan.
(a)	State three types of cruises.
	1
	2
	3[3]
(b)	Describe the following negative economic impacts of tourism.
	Import leakage
	Export leakage
	[4]

(c)	Destinations hosting large scale events, such as the Olympics, may need to improve the infrastructure before the event.
	Explain three likely tourism infrastructure developments associated with hosting events.
	1
	2
	3
	[6]
(d)	Explain three negative environmental impacts associated with cruise ships.
()	1
	2
	3

(e)	Cruise companies in the private sector are helping to fund the development of Yokohama port.
	Discuss the reasons why private sector organisations invest in tourism infrastructure.
	[6]
	[Total: 25]

4	Ref	er to Fig. 4.1 (Insert), information on open-top sightseeing bus tours in Cape Town, South Afr	rica.
	(a)	Identify the following:	
		the time of the last bus	
		the destination of the first bus	
		where tourists can purchase tickets from before getting on the bus	[3]
	(b)	Explain three benefits to tourists of using a sightseeing bus rather than public transport.	
		1	
		2	
		3	
			[6]

(c)	Explain three ways sightseeing tour companies can manage the impacts of seasonality.	
	1	
	2	
	3	
		[6]
(d)	Describe two personal presentation requirements likely for drivers of sightseeing tours.	
	1	
	2	
		[4]

(e)	Discuss the benefit of sightseeing tour companies using social media as a way of promoting their services.
	[6]

[Total: 25]

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