

# **Cambridge O Level**

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016614531

**TRAVEL & TOURISM** 

7096/12

Paper 1 Core Paper

October/November 2021

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.

## Question 1

Refer to Fig. 1.1 (Insert), information about tourism in Chicago.

| (a) | lder | ntify the following:  |
|-----|------|---|
|     | the  | name of Chicago's airport   |
|     | the  | source market located in Asia   |
|     | the  | number of film festivals[3]   |
| (b) | -    | sical features of a destination can create opportunities or constraints for tourism elopment.   |
|     | (i)  | State <b>one</b> physical feature of Chicago that could be a constraint for tourism development and describe how Chicago might overcome this.       |
|     |      | Physical feature as a constraint  |
|     |      | How Chicago might overcome this   |
|     |      |   |
|     |      |   |
|     |      | [3]   |
|     | (ii) | State <b>one</b> physical feature of Chicago that could be an opportunity for tourism development and describe how Chicago might benefit from this. |
|     |      | Physical feature as an opportunity  |
|     |      | How Chicago might benefit from this   |
|     |      |   |
|     |      |   |
|     |      | [3]   |

| (c) | Explain three likely reasons why Chicago has more domestic tourists than overseas tourists. |
|-----|---|
|     | 1   |
|     |   |
|     |   |
|     |   |
|     | 2   |
|     |   |
|     |   |
|     |   |
|     | 3   |
|     |   |
|     |   |
|     | [6]   |
| (d) | Explain the likely appeal of the following attractions to families with children.           |
|     | Park  |
|     |   |
|     |   |
|     |   |
|     | Museum  |
|     |   |
|     |   |
|     | [4]   |

| (e) | Discuss the economic benefits to Chicago of attracting more domestic tourists than overseas tourists. |
|-----|---|
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|     |   |
|     |   |
|     | [6]   |
|     | [Total: 25]   |

## Question 2

Refer to Fig. 2.1 (Insert), information about well-being holidays.

| (a) | Identify <b>four</b> outdoor activities included in the well-being holidays shown in Fig. 2.1 |                 |
|-----|---|-----------------|
|     | 1   |                 |
|     | 2   |                 |
|     | 3   |                 |
|     | 4   | [4]             |
| (b) | Explain what is meant by the following terms:   |                 |
| ` ' | full board  |                 |
|     |   |                 |
|     |   |                 |
|     |   |                 |
|     |   |                 |
|     | guided excursion  |                 |
|     |   |                 |
|     |   |                 |
|     |   |                 |
|     | airport transfer  |                 |
|     |   |                 |
|     |   |                 |
|     |   | [6 <sup>-</sup> |
| (-) |   | ران.            |
| (c) | State <b>three</b> products or services likely to be offered at a hotel's spa facilities.     |                 |
|     | 1   |                 |
|     | 2   |                 |
|     | 3   | [3]             |

| (d) | Well-being package holidays often include luxury hotel accommodation. |
|-----|---|
|     | Describe three items likely to be included in a luxury hotel bedroom. |
|     | 1   |
|     |   |
|     |   |
|     |   |
|     | 2   |
|     |   |
|     |   |
|     |   |
|     | 3   |
|     |   |
|     |   |
|     | [6]   |
| (e) | Discuss the likely reasons for the growth in well-being holidays.     |
|     |   |
|     |   |
|     |   |
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|     | [6]   |

(a) Identify three different products or services provided at the shop shown in Fig. 3.1.

## **Question 3**

| Refer to Fig    | 3 1  | (Insert) a   | photograph   | of a | tourist shop. |
|-----------------|------|--------------|--------------|------|---------------|
| ricici to i iq. | O. I | (1113611), 6 | priotograpii | OI a | tourist shop. |

| 1   |                     |    |
|---|---------------------|----|
| 2   |                     |    |
| 3   |                     |    |
|   |                     |    |
| Tourism can have positive economic benefits.  |                     |    |
| Identify the order, from 1 to 4, of the following stages of the                             | e tourism multiplie | r. |
| Stages of the tourism multiplier  | Order 1–4           |    |
| tax is spent on improving facilities for local residents                                    |                     |    |
| direct tourism jobs are created   |                     |    |
| other tourism organisations are attracted to the area                                       |                     |    |
| new large tourist resort developed in a destination   |                     |    |
| Explain <b>one</b> reason why staff at tourism organisations are clean and pressed uniforms | ·                   |    |
| •   |                     |    |
| clean and pressed uniforms  |                     |    |
| clean and pressed uniforms  |                     |    |
| clean and pressed uniforms  |                     |    |
| no visible tattoos or piercings   |                     |    |
| no visible tattoos or piercings   |                     |    |
| no visible tattoos or piercings   |                     |    |
| no visible tattoos or piercings   |                     |    |
| no visible tattoos or piercings   |                     |    |

| (d) | Travel and tourism products are interrelated.   |     |
|-----|---|-----|
|     | Explain three likely impacts on the tourism industry when an airline suddenly stops trading | ıg. |
|     | 1   |     |
|     |   |     |
|     |   |     |
|     | 2   |     |
|     |   |     |
|     |   |     |
|     |   |     |
|     | 3   |     |
|     |   |     |
|     |   |     |
|     |   | [6] |
| (e) | Discuss the role of entertainment venues in the travel and tourism industry.                |     |
|     |   |     |
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## **Question 4**

Refer to Fig. 4.1 (Insert), information about Uluru, a natural and cultural attraction in Australia.

| (a) | State <b>three</b> continents, other than Australia, located in or partially located in the southemisphere. | hern |
|-----|---|------|
|     | 1   |      |
|     | 2   |      |
|     | 3   |      |
|     |   | [3]  |
| (b) | Explain <b>three</b> likely negative social and cultural impacts of tourists visiting sacred sites.         |      |
|     | 1   |      |
|     |   |      |
|     |   |      |
|     |   |      |
|     | 2   |      |
|     |   |      |
|     |   |      |
|     |   |      |
|     | 3   |      |
|     |   |      |
|     |   |      |
|     |   |      |
|     |   | [6]  |
|     |   |      |

| Explain three ways, other than banning direct access, natural attractions can be protected                          |     |
|---|-----|
| 1   |     |
|   |     |
|   |     |
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|   |     |
| 2   |     |
|   |     |
|   |     |
|   |     |
| 3   |     |
|   |     |
|   |     |
|   |     |
|   | [6] |
| Explain <b>two</b> ways tourists can be informed about responsible behaviour when visiting sacrultural attractions. | ed  |
| 1   |     |
|   |     |
|   |     |
|   |     |
| 0   |     |
| Z   |     |
|   |     |
|   |     |
|   |     |
|   | 2   |

| Discuss the importance to destinations of protecting natural and cultural attractions. |
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|  |
| [6]  |
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[Total: 25]

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