Cambridge O Level

Cambridge Assessment International Education
Cambridge Ordinary Level

CANDIDATE NAME	

CENTRE NUMBER							CANDIDATE NUMBER				

* 7 5 7 9 6 8 5 3 7 8 *

TRAVEL AND TOURISM **7096/12**

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 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.

This document consists of **12** printed pages and **1** Insert.

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Cambridge Assessment International Education

[Turn over

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1 Refer to Fig. 1.1 (Insert), information about Barcelona, a city in Spain.

(a) Barcelona has 75 000 licensed serviced bed spaces.

State **three** types of serviced accommodation.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** advantages to the tourist of staying in licensed accommodation.

1 .....

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2 .....

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[4]

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(c) Explain **three** environmental impacts likely in a city destination experiencing overcrowding from high tourist numbers.

1 .....

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2 .....

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3 .....

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[6]

(d) Explain **three** factors likely to influence a tourist's choice of accommodation.

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2 .....

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3 .....

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[6]

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(e) Discuss the likely economic impacts to the local population in Barcelona from high tourist numbers.

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[6]

[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information on the growth in international visitor numbers to Australia.

(a) Identify the following:

the percentage growth of international visitors to Australia

.....

Australia's main tourist type

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the estimated annual visitor expenditure by 2020

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[3]

(b) Explain **two** likely reasons why six of Australia's main inbound markets are in the neighbouring continent of Asia.

1 .....

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2 .....

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[4]

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(c) Inbound tourist numbers from the USA have grown by 18.3%.

Explain **three** reasons why tourists from the USA might be attracted to a holiday in Australia.

1 .....

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2 .....

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3 .....

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[6]

(d) Explain **three** likely reasons why Australia and China have unrestricted airline capacity between the two countries.

1 .....

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[6]

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(e) Discuss how tourist boards monitor the performance of tourism in their country.

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[6]

[Total: 25]

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3 Refer to Fig. 3.1 (Insert), a photograph of two waiters setting a breakfast table at the start of a safari tour in Kenya.

(a) State **three** products or services, other than dining, that might be provided as part of a safari tour.

1 .....

2 .....

3 .....

[3]

(b) Explain **two** ways that restaurants can reduce the impact of leakage.

1 .....

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2 .....

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[4]

(c) Describe **three** ways that restaurants can support the local culture.

1 .....

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2 .....

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3 .....

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[6]

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(d) The waiters in Fig. 3.1 are setting the table for breakfast service.

Describe **three** actions a waiter is likely to take once guests are at the table.

1 .....

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2 .....

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3 .....

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[6]

(e) The waiters in Fig. 3.1 are wearing uniforms suitable for serving food.

Discuss the reasons why waiters are required to wear a uniform.

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[6]

[Total: 25]

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4 Refer to Fig. 4.1 (Insert), information on the growth of air travel in Ireland. Ireland is an island in the continent of Europe, made up of two different countries.

(a) State **two** types of transport that tourists could use to travel within a destination.

1 .....

2 .....
[2]

(b) In the table below circle **three** characteristics of business class air travel.

priority boarding	premium services on board
reduced baggage allowance	no reserved seating
lie-flat seats	fly to regional airports

[3]

(c) Explain **three** likely reasons for the increase in tourists using air transport.

1 .....

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2 .....

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3 .....

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[6]

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(d) An increase in air travel can create negative environmental impacts.

Describe **two** ways **each** of the following negative environmental impacts of air travel can be reduced.

Noise pollution

1 .....

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2 .....

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Air pollution

1 .....

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2 .....

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[8]

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(e) Ireland offers the opportunity for multi-centre holidays. This means tourists can visit more than one destination in one trip.

Discuss the likely appeal of a multi-centre holiday.

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[6]

[Total: 25]

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