Cambridge Assessment International Education

Cambridge O Level

TRAVEL & TOURISM **7096/12**

Paper 1 Key Terms and Concepts **October/November 2025**

INSERT **1 hour 30 minutes**

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INFORMATION

- This insert contains all the figures referred to in the questions.
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Fig. 1.1 for Question 1

Guyana Tourism

Guyana is a country in South America. Tourism in Guyana generates over $123 million each year.

Guyana has recently been named the Best Ecotourism Destination in the world by a leading international tourism organisation.

Guyana prides itself as being a destination that protects its natural and cultural heritage, provides authentic experiences and maximises local economic benefits.

The ministry of tourism in Guyana has created a set of guidelines for international tourists:

- respect indigenous people and protected areas
- protect the environment
- keep Guyana wild and help protect the wildlife
- buy local
- plan your visit and activities carefully, considering weather, local transport and access
- leave a positive impact.

Guyana has recently opened a $100 million luxury hotel and business centre. The development has given Guyana 100 more hotel rooms and a large conference facility.

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Fig. 2.1 for Question 2



Fig. 3.1 for Question 3

Sustainable adventure tourism in Greece

Demand for adventure holidays has increased.

Greece is a country in Europe. It is made up of over 2000 islands.

Greece wants to attract more adventure tourists. Currently, the country is popular for beach holidays. The Greek National Tourism Organisation (GNTO) wants the country to be seen as more than just a beach destination.

Greece's main source market is the UK. Recent research has shown that UK tourists want to visit sustainable destinations and take part in adventure tourism.

The GNTO has created a new website to promote sustainable adventure tourism in Greece. The aim of the website is to show responsible tourism options.

The GNTO believes that focusing on adventure and sustainable tourism will help them to extend their peak season.

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Fig. 4.1 for Question 4



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