CAMBRIDGE
International Education

Cambridge O Level

TRAVEL & TOURISM **7096/13**

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

MARK SCHEME

Maximum Mark: 80

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the October/November 2025 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

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Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

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Social Science-Specific Marking Principles (for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)

b DO credit alternative answers/examples which are not written in the mark scheme if they are correct

c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).

d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)

e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities

f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).

g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

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4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

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Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
BOD	Benefit of doubt given
VG	Content of response too vague
NAQ	Not answered question
REP	Repetition
SEEN	Page or response seen by examiner
BP	Blank page
K	Knowledge
APP	Application
AN	Analysis
EVAL	Evaluation

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Question	Answer	Marks
1(a)	**State which type of government objectives for tourism the following statements are:** Award one mark for a correct definition. **tax will be reinvested locally**: economic **make the tourist experience better**: political Credit these responses only.	**2**
1(b)(i)	**Define the term 'short haul'.** Award one mark for a correct definition. • A (flight) lasting less than 4/6 hours. Credit all valid responses.	**1**
1(b)(ii)	**Define the term 'self-catering'.** Award one mark for a correct definition. • A type of accommodation where the tourists provide and cook for themselves. Credit all valid responses.	**1**
1(c)	**Explain <u>two</u> likely reasons why most visitors to Scotland are short haul visitors.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • Scotland's largest source market is Europe [1]; visitors only need to travel a short haul flight to reach Scotland. [1] • Many tourists visiting for VFR which is likely to be domestic [1]; all flights within the UK are less than 6 hours, therefore short haul. [1] Credit all valid responses.	**4**

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Question	Answer	Marks
1(d)	**Explain <u>three</u> ways destinations can benefit from having a longer peak season.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way in context. • More tourist spend in the area [1]; positive economic benefits are experienced for longer. [1] • Increase in the number of tourists visiting the destination [1]; tourism industry becomes less seasonal. [1] • Wider range of visitors / different types of tourists travel at different times of the year [1]; the destination can increase its market share / tourism provision. [1] • Less seasonal jobs / creates more jobs [1]; less poverty for local population in low season / local people increase their income / improve their standard of living. [1] • Improved reputation for the destination [1]; able to cater for a variety of tourism / tourist types, strengthening / expanding the tourism industry at the destination. [1] Credit all valid responses.	**6**

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Question	Answer	Marks
1(e)	**Assess the likely impacts to tourism of introducing a tourism tax.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate. **AO1 out of two marks** **AO3 out of two marks** **AO4 out of two marks** Responses may include the following and any other valid points should be accepted. AO1 Knowledge and Understanding • Tourist numbers decrease. • Tourist numbers increase. • Shorter visit time / length / stay less days due to increased expense. • Destination develops a bad reputation. • Increase in money for the government to spend on local services. AO3 Analysis • Extra travel expense makes the destination less affordable / less competitive / less appealing to some tourist types or market segments. • Extra facilities funded from the tax makes the destination more appealing to a wider range of tourists. • Less competitive / harder to market to tourists to counteract the tax. • Shows the sustainable credentials of the country and attracts responsible tourists. • Tourist tax is protected for spending on environmental projects only, therefore the destination becomes more sustainable. AO4 Evaluation • Tourist tax is now common across the world and tourists are used to paying extra so this won't detract them from visiting Scotland. • Cost is minimal so the negative impacts will be small, and the positive impacts in the country will outweigh any negative impact demand.	**6**

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Question	Answer	Marks
2(a)	**Other than a sightseeing tour boat, state <u>two</u> types of passenger water transport.** Award one mark for each correct identification. • Ferry • Speed boat • Cruise ship/ocean liner • Gondola • Barge • Water taxi • Water bus Credit all valid responses.	**2**
2(b)	**State <u>two</u> types of travel and tourism organisations that would develop an interrelationship with a sightseeing tour boat company.** Award one mark for each correct identification. • Tour operator • Travel agent • Accommodation providers • Guided tour providers • Tourist Information Centre / TIC • Restaurants • National tourist board / NTO • Regional tourist board • Visitor attractions • Coach companies Credit all valid responses.	**2**

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Question	Answer	Marks
2(c)	**Describe <u>two</u> sustainable developments in transport.** Award one mark for the correct identification of a sustainable development and a second mark for descriptive comment of the development or a linked and relevant example. • Carbon replacement schemes [1] where carbon cannot be reduced yet it can be offset, for example planting trees. [1] • Electric bus [1]; less polluting fuel for transport. [1] • Electric cars [1]; resulting in a reduction in air pollution / instead of using polluting oil and gas. [1] • Electric train [1]; reduced/low carbon emissions. [1] • Increase in / better promotion of public transport [1]; more people use public transport which has a lower carbon footprint per passenger than flying. [1] • Bike / scooter rental schemes [1] allowing tourist to travel the destination without causing air / noise pollution. [1] • Increase in cycle lanes [1]; use of bikes is more appealing as they make riding safer. [1] • High occupancy vehicle lanes [1] resulting in a reduction in vehicles, reducing congestion. [1] Credit all valid responses.	**4**
2(d)	**Explain <u>three</u> negative environmental impacts of boat transport.** Award one mark for the correct identification of a negative environmental impact and a second mark for explanatory development of the impact in context. • Noise pollution from boat engine [1]; disturbing the wildlife/local population. [1] • Water pollution [1]; oil spills from boat engine/s harms the local wildlife / environment. [1] • Destruction / loss of natural habitat [1] developed to build docks / ports. [1] • Litter in the water [1] causing risk to life / health of sea life. [1] • Congestion [1]; too many boats in small area / waterway. [1] • Air pollution [1]; diesel engines emit harmful CO2 into the atmosphere. [1] Credit all valid responses.	**6**

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Question	Answer	Marks
2(e)	**Discuss the role of visitor attractions in the tourism industry.** Follow the point-based marking guidance at the top of this mark scheme and use **Table A** to give marks for each candidate. **AO1 out of two marks** **AO3 out of two marks** **AO4 out of two marks** Responses may include the following and any other valid points should be accepted. AO1 Knowledge and Understanding • Act as a pull for tourists / attract tourist to the area. • Provides entertainment for the tourists when at the destination. • Preserve history and culture of the destination / host population. • Preserve and conserve flora and/or fauna. • Educate tourists on the local history / culture. • Generate income for the area / local economy – ticket fee, souvenirs etc. • Creates employment for the local area. AO3 Analysis • Tourists visiting the area for the attraction provide trade for other travel and tourism organisations, for example hotels and transport providers. • Provide education and spread culture which is positive for both the host population and the tourists encouraging the preservation. • Cultures / cultural awareness. AO4 Evaluation • More tourists visiting the area bring more positive economic impacts. • Tourism in the area develops and a destination develops, which attracts other tourism organisations to the area and the multiplier effect benefits the area.	**6**

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Question	Answer	Marks
3(a)	**State <u>three</u> characteristics of domestic travel.** Award one mark for each correct identification. • Travelling within the country you normally live and work. • Usually cheaper <u>than international travel.</u> • No language barriers. • Easier travel – familiar with the country. • Similar culture / no culture shock. • No travel documentation required – passports / visa. • Maybe able to use own transport. • No requirement for foreign exchange. Credit all valid responses.	**3**
3(b)	**Define the term 'VFR'.** Award one mark for each correct identification. • Visiting Friends and Relatives. Credit all valid responses.	**1**
3(c)	**Explain <u>two</u> reasons why France has banned short haul domestic flights where there is a train transport alternative.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • Help to reduce CO2, pollution / reduce climate change [1], meeting their sustainable agenda / creating sustainability within the country. [1] • More sustainable [1]; reduces carbon emissions. [1] • Enforce / encourage more use of train transport [1]; supporting the national airline rather than the international airlines / reducing economic leakage. [1] • France has an extensive train network [1], it is more sustainable / less carbon footprint per passenger than flying. [1] • Increase the income of the train operating company [1]; nationally owned, supporting French business and the French economy. [1] • Improve / develop the image of the country internationally [1], becoming a leader in sustainability. [1] Credit all valid responses.	**4**

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Question	Answer	Marks
3(d)	**Explain <u>three</u> benefits of rail transport for tourists.** Award one mark for the correct identification of a benefit and a second mark for explanatory development of the benefit in context. • City to city connectivity [1]; convenience. [1] • Stress free / relaxing travel [1]; no need to drive, just sit back and relax. [1] • More environmentally friendly [1], appealing to responsible / sustainable tourists. [1] • Travel long distances quicker than bus / coach / car [1]; viable alternative to flying. [1] • Unique experience for some [1] tourists who have no trains in home country / unique and famous journey. [1] • Able to view interesting scenery during the journey [1]; increasing enjoyment of the journey. [1] • No luggage size / weight limits [1]; easier / cheaper for tourists taking large luggage. [1] • Can be cheaper / more affordable than air travel [1]; attractive for budget tourists / tourists can spend the money when at the destination instead. [1] • Comfort [1]; more spacious than planes, increasing satisfaction. [1] • Passengers can freely move around during the journey [1]; reducing boredom / health issues from sitting for too long (DVT). [1] • Services are provided for convenience, e.g. food [1] increasing passenger enjoyment. [1] • Cultural interaction during the journey [1]; tourists can interact with the local population using the train for commuting. [1] Credit all valid responses.	**6**

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Question	Answer	Marks
3(e)	**Evaluate the reason for the growth of sustainable tourism.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate. **AO1 out of two marks** **AO3 out of two marks** **AO4 out of two marks** Responses may include the following and any other valid points should be accepted. AO1 Knowledge and Understanding • Changing customer attitudes – more interest / awareness of sustainability. • Popular trend. • Media influence / social media influence. • Availability of sustainable tourism products has increased. • Promotion of sustainable products has increased. • Government policies / laws forcing change. • To reduce negative impacts on destinations. AO3 Analysis • Increased awareness has generated demand, people being more aware of the impacts of tourism and are demanding to know how they can make a difference. • Customers can now be more sustainable easily as the range of sustainable products caters for most tourist types / needs. AO4 Evaluation • Whatever the reason, it is a good thing that there is growth, and the future of the industry is positive. • Without the change the future of the industry is at risk. • Without the forced change the industry might not be as progressive as it is.	**6**

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Question	Answer	Marks
4(a)	**Identify <u>two</u> examples of good customer service shown in Fig. 4.1.** Award one mark for each correct identification. • Clean and tidy area. • Welcoming person shown on screen, despite being digital. • Clear signage on the screen. • Simple instructions provided. • Quick faster check in / check out. • Easy / quick collection of key. • Card payments / contact less payments available. • Clear instructions given. Credit all valid responses.	**2**
4(b)	**Other than hotels, state <u>two</u> types of accommodation providers.** Award one mark for each correct identification. • Hostels • Bed and breakfast • Guest house • Sharing economy • Homestay • Campsites • Serviced apartments • Motels • Villa • Cruise ship Credit all valid responses.	**2**
4(c)	**Explain <u>two</u> reasons why recommending local providers is good sustainable practice.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • Encourages tourists to buy local [1]; money stays local / limits leakage from the economy. [1] • Supports local businesses and jobs [1], more money into the local economy. [1] • Local providers are likely to promote local culture [1], preservation of cultures and traditions. [1] • Prevents economic leakage [1]; money will stay in the local economy. [1] Credit all valid responses.	**4**

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Question	Answer	Marks
4(d)	**Evaluate the reasons why the following are considered good customer service:** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. **Self check in/out** AO3 Analysis • Improved customer service. • Meets the needs of customers. • Reduces waiting times for the customer. AO4 evaluation • More customers will return [1]; better revenues/income. [1] • Increased customer satisfaction [1]; better reputation / competitive edge. [1] **Online booking** AO3 Analysis • Provides convenience for customer. • Without it, customers would book other destinations / attractions / accommodation that do offer online booking. • Increases customer base, no need to only rely on intermediaries such as travel agents. • Can easily make comparisons through online comparison sites to understand better. AO4 Evaluation • Meeting the needs of customers is critical to the success of the business [1] because it is a completive market, without online booking it would be difficult to survive. [1] • Customers expect speed and accuracy as standard [1], this enables organisations to provide these critical elements of customer service / meet customer expectations. [1] Credit all valid responses.	**6**

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Question	Answer	Marks
4(e)	**Evaluate the importance of training staff.** Follow the point-based marking guidance at the top of this mark scheme and use **Table B** to give marks for each candidate. **AO1 out of two marks** **AO3 out of two marks** **AO4 out of two marks** Responses may include the following and any other valid points should be accepted. AO1 Knowledge and Understanding • Staff know how to give good customer service / meet customer needs and wants. • Staff know what their role and responsibilities are. • Know what to do in an emergency. • Competitive industry, if not trained well they will lose customers to competitors. • Increases productivity within the organisation. AO3 Analysis • Satisfying customers and meeting their needs is critical part of the service offered in travel and tourism organisations. • Customers will go to another hotel if staff do not have good customer service and good product knowledge, therefore the organisation will lose customers and money. AO4 Evaluation • Allowing the hotel to have good reputation and returning customers. • Customers and income will be lost if they do not, reducing the chances of success / survival for the organisation.	**6**

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