Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

5653329593

TRAVEL & TOURISM **7096/12**

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

1 hour 30 minutes

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 80.
- 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.

This document has **12** pages. Any blank pages are indicated.

© UCLES 2025

[Turn over

https://xtremepape.rs/

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

(a) **(i)** Define the term 'sustainable tourism'.

.....

..... [1]

(ii) Define the term 'business travel'.

.....

..... [1]

(b) Describe **one** way tourists can buy local when at a destination.

.....

.....

.....

..... [2]

(c) Explain **two** characteristics of ecotourists.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/

(d) Explain **three** positive economic impacts of tourism.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(e) Evaluate how Guyana could benefit from internationally branded hotels.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 20]

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/

2 Refer to Fig. 2.1 (Insert), a photograph of a tour guide and a sightseeing bus.

(a) Identify **two** examples of good personal presentation shown by the tour guide in Fig. 2.1.

1 .....

2 .....

[2]

(b) State **two** examples of product knowledge a tour guide would need to deliver good customer service.

1 .....

.....

2 .....

.....

[2]

(c) Explain **two** impacts to tourism organisations of good customer service.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

(d) Describe **one** way a sightseeing bus could provide for each of the following tourists:

tourists with mobility needs.....

.....

.....

.....

families .....

.....

.....

.....

tourists with hearing impairments .....

.....

.....

.....

[6]

(e) Evaluate the importance of tourism organisations having a set of procedures for staff to follow when handling complaints.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 20]

https://xtremepape.rs/

3 Refer to Fig. 3.1 (Insert), information on sustainable adventure tourism in Greece.

(a) State **two** topographical features that are good for adventure tourism.

1 .....

2 .....

[2]

(b) Describe **one** factor likely to have caused the increase in demand for adventure tourism.

.....

.....

.....

..... [2]

(c) Explain **two** services provided by national tourism organisations.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/

(d) Explain **three** positive environmental impacts linked to adventure tourism.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

..... [6]

(e) Discuss how attracting more adventure tourism could extend Greece's peak season.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 20]

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/

4 Refer to Fig. 4.1 (Insert), an image of airport security.

(a) State **two** airport security checks.

1 .....

.....

2 .....

.....

[2]

(b) State **two** characteristics of budget airlines.

1 .....

.....

2 .....

.....

[2]

(c) Explain **two** negative environmental impacts associated with air travel.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/

(d) Evaluate the importance of the following personal skills for airport staff:

problem solving .....

.....

.....

.....

.....

.....

clear speech .....

.....

.....

.....

.....

.....

[6]

(e) Assess the ways an increased concern for the environment might affect how tourists choose to travel in the future.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 20]

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/



BLANK PAGE

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN



https://xtremepape.rs/



BLANK PAGE

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

https://xtremepape.rs/

BLANK PAGE

DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN
DO NOT WRITE IN THIS MARGIN

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2025

https://xtremepape.rs/