

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

7096/13

Core Module

October/November 2013

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 a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

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.

For Examiner's Use

Refer to Photographs A, B and C (Insert), taken by leisure tourists visiting three different destinations.

(a) Complete the following table to identify the destination in which **each** photograph was most likely to have been taken.

Destination	Photograph
The Swiss Alps	
Dubai	
Kruger National Park, South Africa	

[3]

(b)	Fig. 1 (Insert), shows world international tourist arrivals (millions) by region. Describe the increases in international tourist arrivals as shown in Fig. 1 (Insert).

(c)	Fig. 1 (Insert), shows that destinations in the Middle East, such as Dubai, Abu Dhabi and Doha, are experiencing rapid growth in international tourist arrivals. Explain three	For Examiner's
	negative socio-cultural impacts that can occur in destinations experiencing such rapid growth.	Use
	1	
	2	
	3	
	[6]	

(d)	Explain three ways in which major attractions attempt to improve the visitor experience of foreign tourists.	For Examiner's Use
	1	
	2	
	3	
	[6]	

(e)	Many destinations attract a variety of tourists. With reference to one destination with which you are familiar, discuss how different travel and tourism providers meet the needs of budget travellers with limited disposable income.
	Name of destination
	[6]
	[Total: 25]

[Turn over

For Examiner's Use

For Examiner's Use

Refer to Fig. 2 (Insert), a news item about tourism in the Dominican Republic, a popular tropical destination in the Caribbean.

lde	ntify the following:	
•	the percentage increase in visitor numbers between 2010 and 2011	
•	the increase in the number of South American visitors in 2011	
•	the name of Santo Domingo's airport	 [3]
Des	scribe what is meant by the following:	
•	leisure tourism	
•	ecotourism	
		 [4]
	•	the increase in the number of South American visitors in 2011 the name of Santo Domingo's airport. Describe what is meant by the following: leisure tourism ecotourism

Explain three negative environmental impacts that frequently occur when coastal areas are developed for tourism.	Fo Exami Us
1	
2	
3	
[6]	

For

cruise ship arrivals may benefit the following aspects of the destination:	For Examiner's Use
local businesses	
employment opportunities	
foreign exchange receipts	
[6]	

(e)	Discuss the ways in which modern cruise ships appeal to a variety of passenger types.
	[6]
	[Total: 25]

For Examiner's Use

For Examiner's Use

Refer to Fig. 3 (Insert), pictures showing ten different aspects of hotel customer service.

(a) Complete the table by stating whether the listed aspects of customer service are likely to involve **direct** contact with the hotel's guests:

Aspect of hotel customer service picture number	Direct guest contact Yes or No?
1	
6	
8	

[3]

(b)	With reference to Fig. 3 (Insert), identify and explain three ways through which hotel staff are likely to receive training.
	1
	2
	3
	[6]

	Many hotel guests will want to go shopping during their stay. Explain two ways in which	For
	hotel staff may be of help to these guests.	Examiner Use
	1	030
	I	
	2	
	2	
	[4]	
(d)	Many destinations have large shopping malls that attract large numbers of visitors.	
	Explain three ways in which large malls have been made accessible to visitors.	
	1	
	I	
	2	
	2	
	2	
	2	
	2	
	2	
	2	
	2	
	2	
	2	
	2	

(e)	With reference to one destination with which you are familiar, discuss the sightseeing tours that are available to meet the needs of different types of visitor.	For Examiner's Use
	Name of destination	
	[6]	
	[Total: 25]	

For Examiner's Use

Refer to Fig. 4 (Insert), information about St. Catherine's Monastery in Sinai, Egypt.

(a)	State the following:
	whether local time in Sinai is in advance of or behind local time in New York
	whether Sinai has a tropical desert climate or a temperate climate
	the year that the main church dates from
	[3]
(b)	Identify and explain two ways in which St. Catherine's Monastery will appeal to religious tourists.
	1
	2
	[4]

(c)	Many visitors to St. Catherine's Monastery will be leisure tourists taking part in an organised excursion run by a local tour operator. Explain three ways in which local tour operators are likely to promote such excursions to tourists in Egypt.	For Examiner's Use
	1	
	2	
	3	
	[6]	

(d)		ny destinations in the Middle East are considered unsafe for foreign tourists. Explain many governments now advise travellers to do all of the following:
	•	carry a photocopy of the personal details page from your passport at all times
	•	keep wallets, money and valuables out of sight
	•	avoid political gatherings and demonstrations
		[6]

For Examiner's Use

(e)	Discuss the ways in which visiting tourists might support the traditional culture of a destination.	For Examiner's Use
	[6]	

[Total: 25]

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