

# **Cambridge O Level**

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



**TRAVEL & TOURISM** 

7096/13

Paper 1 Core Paper

October/November 2020

2 hours

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 100.
- 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.

(b)

(c)

Refer to Fig. 1.1 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 1.1 complete the following table by naming each feature:

Feature		Name
Contine	nt <b>A</b>	
Contine	nt B	
Ocean C	;	
		[3]
State the	followin	g:
whether le	ocal time	e in Russia is in advance of or behind local time in London, UK
the term v	which be	est describes the climatic conditions in Greenland
the capita	ıl city at	the destination marked <b>D</b>
the line of	f latitude	E
		[4]
Tourists to	avel for	different reasons, one reason is VFR tourism.
(i) Defir	ne, using	an example, what is meant by the term VFR.

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	(ii)	Explain <b>one</b> advantage and <b>one</b> disadvantage of VFR tourism to a destination.	
		Advantage	
		Disadvantage	
			4]
(d)	Den regi	nand for international tourism continues to grow and many tourists travel within their ov on.	۷n
	Ехр	lain <b>three</b> likely reasons why tourists travel within their own region.	
	1		
	2		
	3		
	0		
			6

(e)	Negative global events such as terrorism and environmental disasters can affect tourist confidence in international travel.
	Assess the reasons why international tourism continues to grow despite negative global events.
	[6]
	[Total: 25]

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Refer to Fig. 2.1 (Insert), a photograph of a travel agency in Queensland, Australia.

(a)	Sta	te <b>four</b> products or services sold by travel agents.							
	1								
	2								
	3								
	4		[4]						
(b)	Exp	Explain how the following factors affect the prices set by tour operators:							
	sea	sonality							
		nt departure time							
			[4]						
(c)	(i)	State <b>three</b> travel and tourism principals.							
		1							
		2							
		3	[3]						
	(ii)	Explain how travel and tourism principals are dependent on each other.							
			[2]						

(a)	Explain three ways the internet has changed the way travel agents operate.
	1
	2
	3
	[6]
	[0]
(e)	Assess the importance to travel agents of offering ancillary services.
	[6]
	L J

Refer to Fig. 3.1 (Insert), information about St. Martin, a country in the Caribbean.

(a)	State <b>three</b> promotional methods the NTO can use to encourage tourists back to the island.
	1
	2
	2
	3
	[3
(b)	Explain how the following tourism organisations can help to encourage tourists to return to St. Martin:
	tour operators
	accommodation providers
	accommodation providers
	[4

` ,	Explain the role of the following infrastructure to tourism in St. Martin:	
	airports	
	seaports	
	roads	
	10aus	
		[6]
(d)	The extreme weather of Hurricane Irma caused a reduction in tourists visiting St. Martin.	[٥]
	Explain three other factors likely to have a negative effect on tourism demand to a destination	tion.
	Explain <b>three</b> other factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect on tourism demand to a destination of the factors likely to have a negative effect of the factors likely effect of the factors likely effect of t	
	1	
	1	
	1	
	1	
	1	
	1	
	2	

(e)	Assess the risks to destinations of becoming over-dependent on tourism.
	[6]
	[Total: 25]

Refer to Fig. 4.1 (Insert), a photograph of an overcrowded area of Venice, a city in Italy.

(a)	State <b>three</b> types of built attractions.	
	1	
	2	
	3	
		[3
(b)	Venice is a car-free city.	
	State <b>four</b> ways tourists might move around a car-free destination.	
	1	
	2	
	3	
	4	
		[4
		_

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	1
	2
	3
d)	
l)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.
i)	
l)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.
l)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1
I)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1
l)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1
1)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1
l)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1
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1)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1
1)	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1
))	Explain <b>three</b> ways tourism organisations can minimise overcrowding.  1

(e)

Evaluate the impacts cruise ships may have on destinations.
[6]

[Total: 25]

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