

Cambridge O Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



TRAVEL & TOURISM

7096/12

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.

Refer to Fig. 1.1 (Insert), a visitor information board on the island of Turks and Caicos in the Caribbean.

(a)	Identify three environmental instructions given to tourists visiting Smith's Reef.
	1
	2
	3
	[3]
(b)	Explain two ways, other than signs, used to educate tourists.
	1
	2
	[4]

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(c)	Explain three positive environmental impacts of tourism.
	1
	2
	3
	[6]
(d)	Describe the appeal of three water-based activities that tourists are likely to do at a beach.
	Activity 1
	Appeal
	Activity 2
	Appeal
	Activity 3
	Appeal
	[6]

(e)	Evaluate the need for destinations to have environmental controls in place to ensure the future of the destination.
	[6]

[Total: 25]

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Refer to Fig. 2.1 (Insert), information about tourism between the UK and Europe.

(a)	State three major cities in Europe.	
	1	
	2	
	3	
		[3]
(b)	Describe three different types of tourist attractions likely to be found in major cities.	
	1	
	2	
	3	
		[6]
(c)	State four facilities likely to be provided at hotels for business tourists.	
	1	
	2	
	3	
	4	
		[4]

2	
2	
2	
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2	
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	• • • • • • • • • • • • • • • • • • • •
	•••••

[Total: 25]

Refer to Fig. 3.1 (Insert), information on tourism in Honduras, a country in Central America.

(a)	Identify the following:
	the number of visitors to Honduras
	the main tourist season in Honduras
	the month the hurricane season ends
	whether time in Honduras would be in advance of or behind that in London, UK[4
(b)	Honduras has a tropical climate.
	Describe the main features of a tropical climate.
	[3
(c)	Describe three likely ways tropical weather can limit tourist activities in Honduras.
	1
	2
	3

(d)	Explain three infrastructure developments that could be made to encourage more international visitors to Honduras.
	4
	1
	2
	3
	[6]
(e)	Discuss the positive economic impacts of tourism to developing destinations.
	[6]

Refer to Fig. 4.1 (Insert), a photograph of an information desk at a visitor attraction.

(a)	Identify three products or services being offered to visitors in Fig. 4.1.
	1
	2
	3
(b)	Explain three skills required by staff working at visitor information desks.
	1
	2
	3
	[6

(c)	Explain three reasons why teamwork is important when working in the travel and t industry.	ourism
	1	
	2	
	3	
(4)	Explain two reasons for the appeal to tourists of audio guides	[6]
(u)	Explain two reasons for the appeal to tourists of audio guides. 1	
	2	
		[4]

(e)	Discuss the role of tourist attractions in the tourism industry.
	[6

[Total: 25]

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