Cambridge O Level

Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

0632342800

TRAVEL AND TOURISM **7096/13**

Core Module **October/November 2014**

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 an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

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CAMBRIDGE International Examinations

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Question 1

Refer to Fig. 1 (Insert), photographs taken at Cape Point in South Africa. Cape Point is the location where the waters of the Atlantic and Indian Oceans meet. Cape Point is located at 34S, 18E.

(a) State the following:

- the term that will best describe climatic conditions at Cape Point

  .....

- whether local time at Cape Point is in advance of or behind time in London

  .....

- the name of the ocean found due west of Cape Point

  .....
  [3]

(b) Using Fig. 1 (Insert), identify and explain **three** ways in which Cape Point has been developed for tourism.

1 .....

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2 .....

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3 .....

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..... [6]

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(c) Explain **two** negative environmental impacts that are likely to be caused by tourists visiting Cape Point.

1 .....

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2 .....

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..... [4]

(d) There is a souvenir shop at Cape Point. The shop accepts foreign currency for some purchases.

Describe **three** procedures that shop staff are likely to follow when a customer wishes to pay in a currency other than South African Rand.

1 .....

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2 .....

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(e) With reference to **one** visitor attraction with which you are familiar, discuss the ways in which it promotes special events.

Name of chosen visitor attraction .....

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..... [6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), information from the 2011 visitor survey in the Maldives.

(a) Identify from Fig. 2 (Insert) the following:

- the main European market for visitors to the Maldives in 2011

  .....

- the main Asian market for visitors to the Maldives in 2011

  .....

- the least popular method used for finding out information about the Maldives

  .....
  [3]

(b) Explain **two** methods which the Maldives Tourist Board is likely to use to encourage travel agents to sell the Maldives as a destination to their customers.

1 .....

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2 .....

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..... [4]

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(c) In 2011 24% of visitors to the Maldives used the Internet as a source of information about their trip. Explain **three** advantages to the traveller of using information from the Internet.

1 .....

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2 .....

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3 .....

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..... [6]

(d) Explain **three** ways in which many all-inclusive resorts have become family-friendly.

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(e) Discuss the methods used by many hotels to maintain their occupancy rates throughout the year.

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[Total: 25]

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Question 3

Refer to Fig. 3 (Insert), a news item about winter tourism in Chile.

(a) Identify from Fig. 3 (Insert) the following:

- the cost of the Chilean Tourist Board's Brazilian promotional campaign

  .....

- the number of foreign tourists visiting Chile's ski resorts in 2011

  .....

- the percentage of foreign tourists visiting Chile's ski resorts in 2011 that were Brazilian

  .....
  [3]

(b) Explain **two** environmental factors that will influence the length of the ski season at Valle Nevado.

1 .....

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2 .....

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(c) Skiing is an example of an outdoor adventure activity. Complete the following table by stating **three** other types of outdoor adventure activity and describe how **each** is likely to be influenced by the weather.

Outdoor adventure activity	Way in which influenced by weather conditions

[6]

(d) Some outdoor adventure activities can cause conflicts with other tourists **and/or** members of the local host population. Explain **three** conflicts that can occur in locations where outdoor adventure activities take place.

1 .....

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(e) Discuss the purpose of classifying tourists in different ways.

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[Total: 25]

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Question 4

Refer to Fig. 4 (Insert), a photograph showing three types of transport frequently used by tourists who are visiting Paris.

(a) Identify the **three** methods of transport shown in Fig. 4 (Insert).

1 .....

2 .....

3 ..... [3]

(b) Many international tourists arrive in Paris by using the Eurostar rail service from London rather than flying. Explain **three** benefits to international tourists of travelling by rail.

1 .....

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2 .....

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3 .....

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..... [6]

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(c) Paris has many types of attraction that visitors would like to see. Explain **three** advantages to tourists of taking an organised sightseeing tour, such as a boat tour along the River Seine.

1 .....

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2 .....

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(d) Many sightseeing tours attract overseas visitors. Explain **two** ways in which sightseeing tour operators overcome language difficulties.

1 .....

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2 .....

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(e) With reference to **one** ferry service with which you are familiar, assess the ways in which it appeals to travellers.

Chosen ferry service from ..... to .....

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..... [6]

[Total: 25]

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