Cambridge O Level

Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

0740286888

TRAVEL AND TOURISM **7096/12**

Core Module **October/November 2017**

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

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.

This document consists of **12** printed pages and **1** Insert.

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CAMBRIDGE International Examinations

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Question 1

Refer to Fig. 1 (Insert), information from the 2014 Airport Rankings.

(a) Identify the following:

- the highest ranking European airport

  .....

- the airport with the greatest negative percentage change in international passengers

  .....

- the name of the only American airport to feature in the top 20 rankings

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[3]

(b) Dubai airport (DXB) now ranks as the world's busiest airport for international passenger traffic.

Explain **two negative** economic impacts associated with increased arrivals of international tourists.

1 .....

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2 .....

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[4]

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(c) The International Air Transport Association (IATA) is the global trade association for airlines.

Explain **three** benefits to airlines of being a member of IATA.

1 .....

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2 .....

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3 .....

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[6]

(d) Air Arabia offers a low cost air service across the Middle East, North Africa, Asia and Europe.

Describe **three** characteristics of low cost airlines.

1 .....

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2 .....

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3 .....

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[6]

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(e) International airports offer passengers the option to upgrade their airport experience by booking into a VIP lounge.

Discuss the appeal to leisure tourists of upgrading to the VIP airport lounge.

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.....[6]

[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), information regarding Brazil's tourist visa requirements.

(a) Identify the following:

- the number of international visitors to Brazil per year

  .....

- the typical cost of a visa to Brazil

  .....

- the percentage of spending from domestic visitors

  .....

[3]

(b) State the following:

- the continent that Brazil is in

  .....

- whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul

  .....

[2]

(c) Explain **two** ways governments can encourage the growth of tourism.

1 .....

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2 .....

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[4]

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(d) The Olympic Games is an international sporting event that attracts tourists from all over the world. The 2012 London Olympics are said to have created 14 000 new tourism jobs.

Describe **three** direct tourism jobs that events could generate.

1 .....

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2 .....

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[6]

(e) National Tourism Organisations (NTOs) play an important role in the development and promotion of tourism.

Explain **two** ways that NTOs could encourage an increase in business tourism.

1 .....

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2 .....

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[4]

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(f) Discuss the ways that promotional materials can be used to encourage sustainable tourism.

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[Total: 25]

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Question 3

Refer to Photographs A and B (Insert), a businesswoman checking in to a hotel and a touch screen survey.

(a) When checking in to a hotel, staff inform customers about the services and facilities that are available to them.

State **four** services **or** facilities that hotel staff may discuss with a business customer at check in.

1 .....

2 .....

3 .....

4 .....

[4]

(b) When checking in to a hotel, customers will be asked to complete a registration record.

State **three** items of personal data requested on a registration record.

1 .....

2 .....

3 .....

[3]

(c) Suggest **two** members of staff that a hotel receptionist will inform once a guest has checked out and explain why they need to be informed.

Member of staff	**Reason why**

[4]

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(d) Travel and tourism organisations have procedures that members of staff are required to follow when handling customer complaints.

Explain **four** ways that staff in a hotel can display good customer service when handling complaints.

1 .....

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[8]

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(e) Many travel and tourism organisations will use technology such as touch screens, to gather information on their level of customer care as seen in photograph B (Insert).

Discuss the benefits to travel and tourism organisations of using technology to measure their customer care standards.

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.....[6]

[Total: 25]

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Question 4

Refer to Fig. 3 (Insert), information about Moscos.

(a) State **two** components included in a package holiday.

1 .....

2 .....
[2]

(b) State **three** characteristics of independent tour operators.

1 .....

2 .....

3 .....
[3]

(c) Moscos offer cruise packages.

Identify the **two** major cruise circuits offered by Moscos.

1 .....

2 .....
[2]

(d) Explain **three** factors that may limit where tourists choose to visit.

1 .....

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2 .....

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3 .....

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[6]

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(e) Moscos sell all-inclusive holidays.

Explain **three** disadvantages to a destination of all-inclusive holiday packages.

1 .....

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2 .....

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[6]

(f) Discuss how destinations may cater for backpacker tourists.

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[Total: 25]

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