



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

7096/12

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.

This document consists of **10** printed pages, **2** blank pages and **1** Insert.



Question 1

Refer to Fig. 1 (Insert), a news item about tourism in Italy.

(a) Identify **three** visitor markets being targeted by the Italian Tourist Board.

- 1
- 2
- 3 [3]

(b) State and explain **two** factors that are likely to encourage Italians to spend more on domestic tourism.

- 1
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.....
- 2
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..... [4]

(c) The photograph in Fig. 1 shows some of Italy's historic buildings that attract visitors. Explain why many of these historic attractions have introduced the following services:

- a gift shop
.....
.....
- tour guides
.....
.....
- pre-bookable tickets
.....
.....

[6]

(d) The older parts and central areas of many historic cities have been pedestrianised (motor vehicles are not allowed). Explain **three** ways in which this may have helped to improve the visitor experience.

1

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2

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3

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..... [6]

(e) With reference to **one** visitor attraction with which you are familiar, discuss the ways in which it is accessible to disabled visitors.

Name of visitor attraction

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..... [6]

[Total: 25]

Question 2

Refer to Fig. 2 (Insert), a news item about tourism in El Salvador, Central America's least explored country.

(a) State the following:

- the term that best describes the climate of El Salvador

.....

- whether local time in El Salvador is in advance of or behind GMT

.....

- the name of the country that borders El Salvador to the east

.....

[3]

(b) Identify **four** adventure tourism activities that thrill-seeking tourists can book through the travel company.

1

2

3

4 [4]

(c) Identify and explain **three** ways in which the travel company is helping to promote **sustainable** tourism in El Salvador.

1

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2

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3

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..... [6]

(d) The Mauritius Tourism Promotion Authority (MTPA) was established in 1996 and works in partnership with local organisations to promote Mauritius as a destination overseas. Explain **three** ways in which the MTPA is likely to promote tourism in Mauritius.

*For
Examiner's
Use*

1
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2.....
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3.....
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..... [6]

(e) Discuss the reasons for the development of luxury spas in destinations such as Mauritius.

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..... [6]

[Total: 25]

Question 4

Photographs A and B (Insert), show two recreational activities provided for guests staying at a resort hotel in the Middle East.

- (a) In the table below circle **three** recreational activities usually offered free of charge to guests staying in large resort hotels.

water-skiing	climbing	paragliding
swimming	caving	sauna
white water rafting	gym	mountain biking

[3]

- (b) Explain **two** ways in which the activity shown in Photograph B will appeal to families.

1

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2

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..... [4]

(c) Explain **two** types of **customer service training** that the member of staff in Photograph A is likely to have undertaken.

1

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2

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..... [6]

(d) Large resort hotels will sometimes be used as a venue for private functions, such as anniversary parties. Explain **three** services usually provided by hotels for the convenience of clients hosting these types of function.

1

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2

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3

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..... [6]

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