



Cambridge O Level

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TRAVEL & TOURISM

7096/12

Paper 1 Core Paper

October/November 2023

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.

This document has **12** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information about tourism in Venice.

(a) Identify the following:

- the continent Italy is in
 - the number of visitors to Venice per year
 - the number of islands Venice was built on
- [3]

(b) State **four** types of water-based transport.

- 1
 - 2
 - 3
 - 4
- [4]

(c) Explain **three** negative environmental impacts of large cruise ships sailing into Venice's inland waterways.

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

2 Refer to Fig. 2.1 (Insert), a photograph of an airport check-in desk.

(a) Identify **three** examples of good personal presentation seen in Fig. 2.1.

- 1
 -
 - 2
 -
 - 3
 -
- [3]

(b) Explain **two** applications of technology used to improve the check-in process for tourists.

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

3 Refer to Fig. 3.1 (Insert), information about festival tourism in Maharashtra.

(a) State the following:

the continent that India is in

the climate of India

one type of extreme weather experienced in India

[3]

(b) State **two** characteristics of the following types of tourism:

leisure tourism

1

.....

2

.....

business tourism

1

.....

2

.....

[4]

4 Refer to Fig. 4.1 (Insert), a photograph of tour agents selling boat tours at an island destination.

(a) State **three** land-based adventure tourism activities.

- 1
- 2
- 3 [3]

(b) State **four** ways boat tours can keep their guests safe.

- 1
- 2
- 3
- 4 [4]

(c) Describe **three** ways seasonality is likely to affect boat tour providers.

- 1
- 2
- 3 [6]

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