



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Ordinary Level

CANDIDATE  
NAME

CENTRE  
NUMBER

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**TRAVEL AND TOURISM**

**7096/01**

Core Module

**October/November 2011**

**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.

For Examiner's Use	
1	
2	
3	
4	
<b>Total</b>	

This document consists of **16** printed pages.



**Question 1**

Refer to Fig. 1, a news item about tourism in São Paulo, Brazil.

**São Paulo, Brazil, never saw so many tourists: 11 million**

São Paulo, Brazil's largest city and the main economic hub in the country, received 11 million tourists in 2009, 2.8% higher than recorded in 2008. São Paulo received 9.3 million Brazilian tourists and 1.7 million foreigners in 2009. Visitors spent US\$3.5 billion, which is 2.5% more than in 2008.

The main reasons for foreigners' visits were:

- business (57.2%)
- visits to relatives and friends (20.7%)
- leisure (13.6%).

The main reason for domestic tourism was to visit relatives and friends. These domestic visitors mainly use buses to come to the city, followed by aircraft and their own cars. The average spending was US\$408 per domestic tourist and the month in which the greatest number of tourists came was December.

In the hotel sector, the average occupation was 68.5% in 2009. The average daily spend in hotel fees was US\$68.

**Fig. 1**

(a) With reference to Fig. 1, identify the following:

- the number of foreign tourists visiting São Paulo in 2009  
.....
- the percentage of foreign visitors in 2009 that were leisure tourists  
.....
- the most popular month for visits by domestic tourists  
.....
- the average daily amount spent by all visitors on hotel accommodation in 2009.  
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[4]





(d) Explain **three** in-flight services that are provided by long-haul international carriers for the benefit of business class passengers.

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**Question 2**

Refer to Fig. 2, a news item about Mauritius' tourism in 2009.

**Mauritius' tourism receipts down**

Mauritius saw an 18% decline in tourism receipts in the first half of 2009 as the global economic downturn discouraged visitors. Mauritius, which is best known for its azure waters, white beaches and luxury spas, has run an aggressive international marketing campaign while its hotels have offered big discounts as the country tries to maintain market share.

Arrivals from Europe fell by 6.9%, led by a 19.1% decline in German arrivals, a 14.3% decline in Italian arrivals and a 6.9% fall in visitors from Britain. France, which is Mauritius' leading market, was the exception with a 2.0% increase.

**Fig. 2**

**(a)** With reference to Fig. 2, identify **three** European markets that have shown a decrease in visitors.

1 .....

2 .....

3 ..... [3]

**(b)** With reference to Fig. 2, identify and explain the major strategy adopted by many local hotels to maintain their occupancy rates.

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(e) Island destinations, such as Mauritius, offer visiting tourists a range of water sports and recreational activities. State and explain **three** negative environmental impacts that can result from the development of watersport activities in such destinations.

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[6]





**Question 3**

Refer to Fig. 3, a promotional leaflet for Lapland Travel holidays in Lapland.



**Magical Santa Claus Holidays**

Visit Santa Claus and his reindeer for a magical Lapland Christmas. Lapland Travel offers the finest quality tours to Lapland that are second to none. We are a popular tour operator with over fifteen years' experience of taking visitors to visit Santa Claus.

**Tours operate November to December**

Reply straight away to discover a magical world of Lapland holidays.

**FREE BROCHURE**

**Tel: 01322 749788**  
 Email: Santa@Lapland.com  
 www.SantaLapland.com

**LAPLAND TRAVEL**

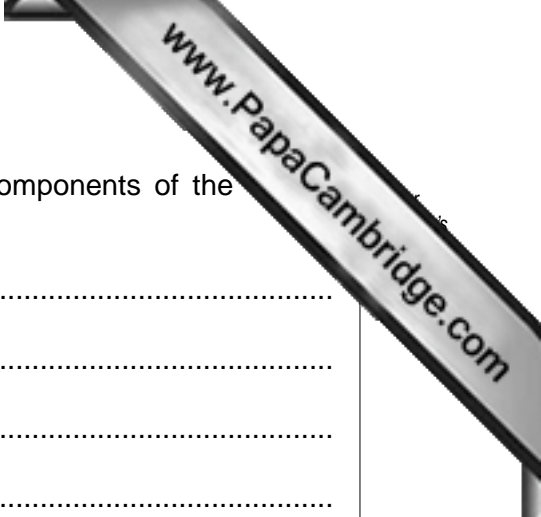
**2 Day Lapland Tour**

This tour is based in the traditional Lapland resort of Suomu, part of a wilderness region of natural forests, streams and lakes.

**Day 1** Depart from your chosen airport to Rovaniemi Airport where you will be transferred to Suomu. After collecting your overgarments and boots you will be able to settle in at your hotel or cabin. Join us for some snowgames in the evening.

**Day 2** The search for Santa Claus will commence with a transfer by skidoo and sleigh to a secret location where many activities await you. Try the gentle reindeer sleigh ride or the thrill of the husky ride. Drive a snowmobile and meet Santa Claus to discuss your Christmas wishes. After lunch at Suomu, we will visit a small theme park located underground, close to the Arctic Shopping Centre where we will also stop to buy souvenirs prior to your flight back home.

**Fig. 3**



(a) With reference to Fig. 3, identify and describe the **three** components of the Lapland Tour” package holiday product.

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(b) Explain **two** ways in which the advertised package will appeal to families with children.

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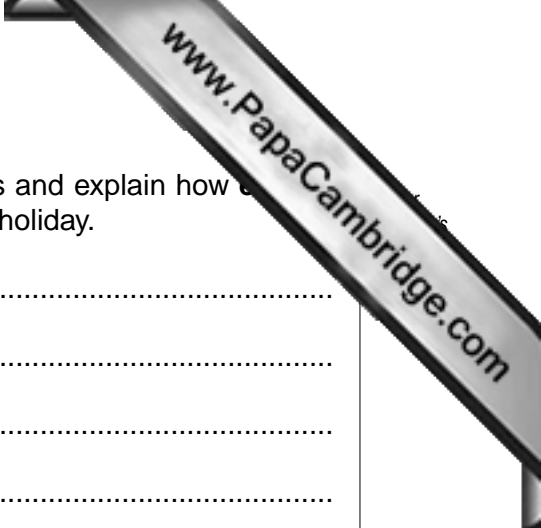
..... [4]

(c) With reference to Fig. 3, identify **three** methods used to promote the advertised package.

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2 .....

3 ..... [3]



(d) State **three** ancillary services usually sold by travel agencies and explain how each is likely to be of benefit to a leisure traveller booking a package holiday.

Service .....

Benefit .....

.....

Service .....

Benefit .....

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Service .....

Benefit .....

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[6]

(e) With reference to **one** example with which you are familiar, discuss how a river, lake or inland waterway has been developed for tourism purposes.

Name of chosen river/lake/waterway .....

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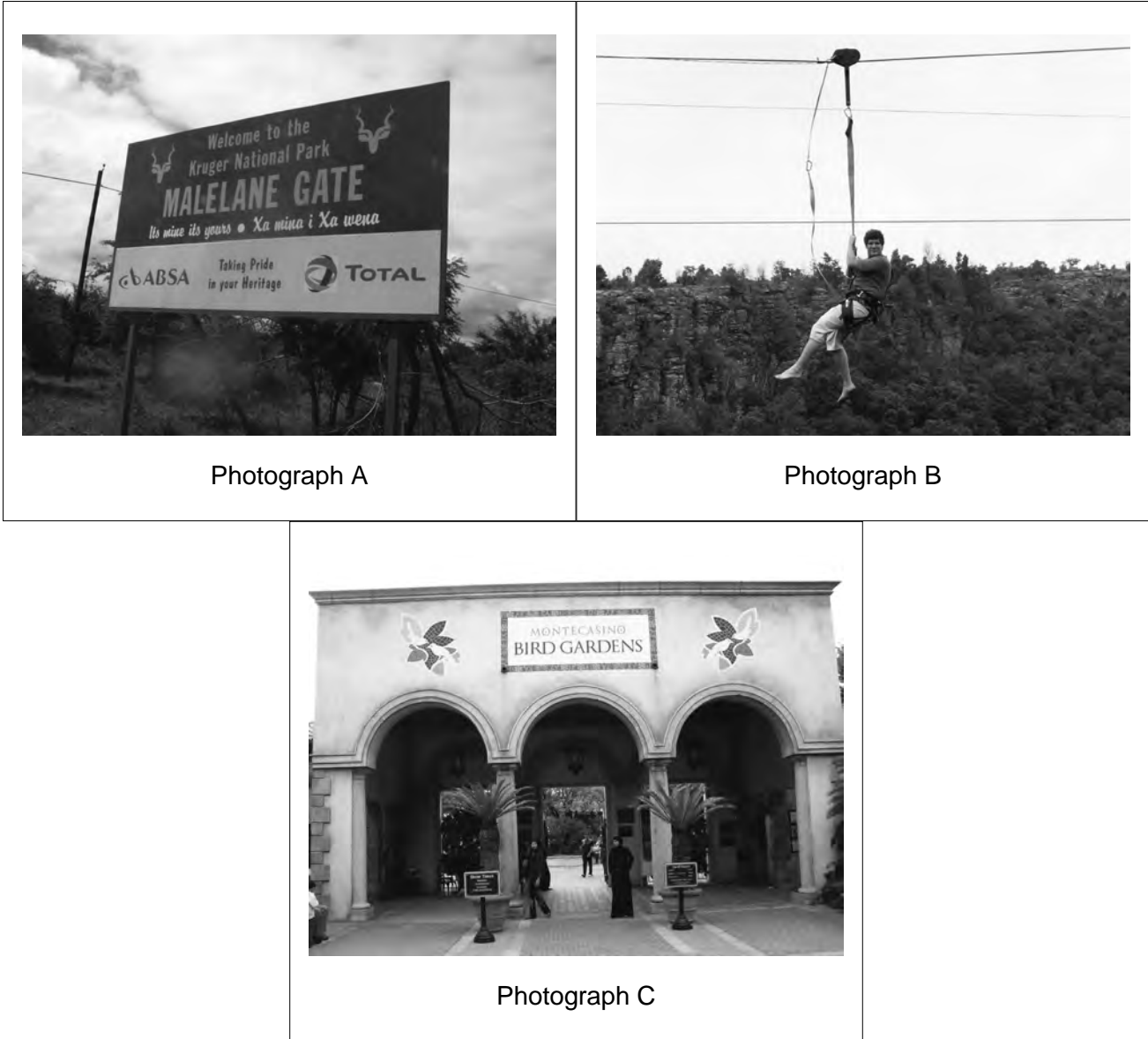
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**Question 4**

Refer to Fig. 4, three photographs taken in South Africa by different types of leisure tourist.



**Fig. 4**

- (a) Complete the following table by identifying the photograph most likely to have been taken by each type of leisure tourist.

Type of leisure tourist	Photograph
Tourist visiting a built attraction	
Tourist on an adventure tourism holiday	
Tourist on a guided safari tour	

(b) Fig. 5 shows local souvenirs on sale outside a South African visitor attraction.



Fig. 5

Explain **three** positive impacts that the sale of souvenirs will have on the local host community.

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(c) Not all encounters between tourists and the host population are positive. Explain **two** ways in which the 'demonstration effect' can result in a negative social/cultural impact on a local host population.

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(d) Explain **two** ways in which built attractions can manage visitor arrivals to prevent congestion.

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