



**Cambridge International Examinations**  
Cambridge Ordinary Level

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**TRAVEL AND TOURISM**

**7096/23**

Alternative to Coursework

**October/November 2015**

INSERT

**2 hours 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

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This document consists of **4** printed pages.

**Fig. 1 for Question 1**

Acadia is protected by the government and is an area of outstanding natural beauty.

Attractions include:

- beautiful scenery
- peaceful, traffic-free roads
- Cadillac Mountain, the tallest mountain on the Atlantic Coast
- 47 000 acres of lakes, forests, coast and wildlife
- Visitor Centre and Ranger Services
- park restaurant and large picnic area
- bicycle hire

**Fig. 1****Fig. 2 for Question 2**

Food tourism in the Republic of Ireland

Tourism Ireland is keen to attract more visitors by developing food tourism. The number of British visitors has declined. However, the European market is strong, with many visitors from France and Germany. The growth of this specialised niche market in Ireland is being threatened by Scotland which has a good reputation for its food tourism.

Ireland has a traditional and unique food culture and many tourists currently enjoy Irish cuisine in its hotels, restaurants and cafes. Fast-food outlets are also popular, but these do not serve traditional food. There are opportunities to attract many more people to food and culinary events, conferences and even tours to sample regional speciality dishes. Tourism Ireland has decided to carry out joint marketing meetings with various hospitality and food industry representatives and it is hoped that this will increase visitor awareness and satisfaction.

**Fig. 2**

Fig. 3 for Question 3



## Sunkavos Holidays

Exclusive Offer!

Beach resort for sun-filled days near popular Kalamí

Kalamí resort offers all you need for a relaxing holiday:

- lagoon style swimming pool
- private beach
- free evening entertainment
- pool kiosk and restaurant
- choice of 3\* or 4\* hotel or self-catering apartments
- return airport transfers
- flights included
- no hidden extra costs
- all-inclusive deals
- book 14 nights, stay 2 extra free



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[info@sun\\_kavos\\_holidays.com](mailto:info@sun_kavos_holidays.com)

Fig. 3

**Fig. 4 for Question 4**

## A situation analysis of tourism in Queensland

1. There is a shortage of a skilled workforce in Queensland.
2. The population of Queensland is growing.
3. There is an increased demand for specialised holiday experiences.
4. Queensland is the preferred holiday destination for Australians because of its beaches, surfing and access to the Great Barrier Reef.
5. Global fuel prices are rapidly increasing.
6. Queensland is perceived as a safe destination.
7. There has been a lack of investment in Queensland in new serviced accommodation.
8. Many people are now interested in environmental and sustainable tourism.

**Fig. 4**

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