



Cambridge O Level

CANDIDATE
NAME

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TRAVEL & TOURISM

7096/01

Paper 1 Key Terms and Concepts

For examination from 2024

SPECIMEN PAPER

1 hour 30 minutes

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 80.
- 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 **10** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information on tourism in Nepal.

(a) (i) State **three** types of special interest tourism in Nepal.

- 1
- 2
- 3 [3]

(ii) State the term used to define the time when tourism demand is at its highest.

..... [1]

(b) Identify the following from Fig 1.1:

the name of the world's highest mountain

.....

the mode of transport used by most tourists arriving in Nepal

.....

the average number of nights a tourist stays for in Nepal

.....

Nepal's largest source market

..... [4]

(c) State **two** types of government objectives for tourism.

1

2 [2]

2 Refer to Fig. 2.1 (Insert), a photograph of the front of a hotel.

(a) (i) Identify **one** way the hotel is meeting the needs of responsible tourists.

.....
..... [1]

(ii) State **two** sustainability standards that could be introduced in hotels.

1
.....
2
..... [2]

(b) State **three** ways hotels can provide for tourists with mobility needs.

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

(c) Explain **two** benefits of hotel staff speaking multiple languages.

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

3 Refer to Fig. 3.1 (Insert), information about the Treetop Walking Path in Anykščiai Regional Park.

(a) State the type of visitor attraction **each** of the following are:

Treetop Walking Path

Anykščiai forest

[2]

(b) (i) Identify **one** service provided at the Treetop Walking Path.

..... [1]

(ii) Identify **one** product provided at the Treetop Walking Path.

..... [1]

(c) Explain **two** ways the Treetop Walking Path might appeal to ecotourists.

1

.....

.....

.....

2

.....

.....

.....

[4]

(d) Evaluate the importance of **each** of the following reasons for the growth of sustainable tourism:

social media influence

.....

.....

.....

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government policies

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[6]

(e) Evaluate the effectiveness of carrying capacity in managing negative environmental impacts.

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[6]

[Total: 20]

[Turn over

4 Refer to Fig. 4.1 (Insert), a photograph of tourists visiting an indigenous island community in Peru.

(a) State **two** types of water transport.

1

2

[2]

(b) Define what is meant by the following terms:

short break

.....

inbound tourism

.....

[2]

(c) Explain **two** ways tourism can empower the local community.

1

.....

.....

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2

.....

.....

.....

[4]

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- Question 2 © Ref: 2C6XE4Y; Audrius Merfeldas / Alamy Stock Photo; *The treetop walking path watchtower in laju takas, Anyksciai, Lithuania*; www.alamy.com
- Question 3 © Ref: W14C9T; Peter Titmuss / Alamy Stock Photo; *Chania, Crete, Greece. June 2019. Four bicycles for hotel guests to use cycling around the old town of Chania, Crete*; www.alamy.com
- Question 4 © Ref: A29RXN; Paul Springett C / Alamy Stock Photo; *Tourists take pictures of children dressed in traditional clothes on one of the reed islands on Lake Titicaca*; www.alamy.com

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