

CANDIDATE
NAME

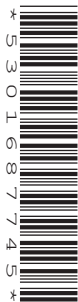
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CENTRE
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TRAVEL AND TOURISM

7096/13

Core Module

October/November 2016

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 an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

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 **14** printed pages, **2** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), a set of guidelines issued to managers of Tourist Information Centres (TICs).

(a) In the table below circle **three** ancillary services usually available in Tourist Information Centres (TICs).

car insurance	souvenirs	daily newspapers
accommodation booking	mobile phone rental	local fruit and vegetables
car hire	holiday insurance	maps

[3]

(b) Explain why TIC managers are advised to do the following:

- “Greet your staff in a friendly, pleasant manner.”

.....
.....
.....
.....

- “If you need to discipline staff, do it in private.”

.....
.....
.....
.....

- “Demonstrate good telephone etiquette.”

.....
.....
.....
.....

[6]

(c) TICs are usually sited in locations popular with visiting tourists.

Explain **two** factors which might make Photograph A (Insert), a good choice of location for a TIC.

1

.....

.....

.....

2

.....

.....

.....[4]

(d) TICs serve a variety of visiting tourists.

Define **each** of the following:

- international tourist

.....
.....

- domestic tourist

.....
.....

- day tripper

.....
.....

- backpacker

.....
.....

- staying tourist

.....
.....

- VFR

.....
.....

[6]

Question 2

Refer to Fig. 2 (Insert), a news item about the Bishop Museum in Hawaii, USA.

(a) Identify from Fig. 2 (Insert), the following:

- the number of catalogued objects held at the museum

.....

- the year the museum was founded

.....

- the number of visitors attracted each year

.....[3]

(b) With reference to Fig. 2 (Insert), identify and explain **three** ways in which the safety of visitors at the museum will have been improved by 2017.

1

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.....

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2

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.....

.....

3

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.....

.....[6]

Question 3

Refer to Fig. 3 (Insert), a map showing some of the world’s major features and selected tourist destinations.

(a) Using Fig. 3 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	
Continent B	
Sea C	

[3]

(b) State the following:

- the name of Line X

.....

- whether January temperatures in Toronto will be higher or lower than January temperatures in Lisbon

.....

- whether local time in Sydney is in advance of or behind local time in Mexico City

.....

- the name of the cruise circuit usually visited by ships leaving from Miami

.....[4]

Question 4

Refer to Fig. 4 (Insert), a news item about flights between Perth in Australia and Doha in Qatar.

(a) Identify from Fig. 4 (Insert), the following:

- the number of aircraft currently in service with Qatar Airways
.....
- the type of aircraft now used on the Perth-Doha route
.....
- the number of destinations in Europe served by Qatar Airways
.....[3]

(b) Australia is a more economically developed country (MEDC).

Explain **two** factors which are likely to have increased the demand by Australians for international travel.

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

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