

# Travel & Tourism 7096

A circular collage of various travel-related icons on a light blue background. In the center is a white airplane flying upwards. Surrounding it are numerous icons: a red location pin at the top and bottom, a brown suitcase, a passport, a camera, a map, a compass, a clock, a smartphone, a water bottle, a heart, a book, a pair of sunglasses, a life preserver, a steering wheel, a star, a plane ticket, a camera, a hat, a box of tissues, a car, a sailboat, a pair of shoes, a pair of pants, a cloud, a location pin, a camera, a water bottle, a heart, a book, a pair of sunglasses, a life preserver, a steering wheel, a star, a plane ticket, a camera, a hat, a box of tissues, a car, a sailboat, a pair of shoes, a pair of pants, a cloud, a location pin.

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## Introduction

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These specimen answers have been produced by Cambridge ahead of the examination in 2024 to exemplify standards for those teaching Cambridge IGCSE / O Level Travel & Tourism 0471 / 7096. We have selected questions from Specimen Paper 1, Questions 1(e), 2(e), 3(d), 3(e) and 4(e).

The marks given are for guidance only and are accompanied by a brief commentary explaining the strengths and weaknesses of the answers. Comments are given to indicate where and why marks were awarded, and how additional marks could be obtained.

The mark schemes for the Specimen Papers are available to download from the [School Support Hub](#)

**2024 Specimen Paper 01**

**2024 Specimen Insert 01**

**2024 Specimen Paper Mark Scheme 01**

Past exam resources and other teaching and learning resources are available on the [School Support Hub](#)

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## Details of the assessment

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The syllabuses for Cambridge IGCSE / O Level Travel & Tourism are available at [www.cambridgeinternational.org](http://www.cambridgeinternational.org)

### Paper 1 – Key Terms and Concepts

Written paper, 1 hour 30 minutes, 80 marks

The paper contains four compulsory questions of 20 marks each.

Paper 1 tests candidates' understanding of the terms and concepts central to travel and tourism. Questions are set in context with a short piece of stimulus material, but candidates will be required to draw on their own knowledge and understanding to answer questions.

Each question includes a stimulus text which contains information in written, numerical and/or diagrammatic form. Candidates are required to write short answers, up to a few sentences or a paragraph. Candidates need to answer questions using relevant and appropriate information from their own knowledge and the stimulus to support their answers. Each question is divided into part questions.

Candidates answer **all** questions.

Candidates should be aware of the marks for each part question. These are printed on the question paper. Candidates should use them as a guide to the amount of detail and length of response expected and to help them manage their time effectively.

Candidates write their answers on the question paper.

The paper assesses content drawn from the entire syllabus.

The paper assesses the following assessment objectives:

AO1: Knowledge and understanding

AO2: Application

AO3: Analysis

AO4: Evaluation

## Question 1(e)

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Assess how economic factors can affect tourism demand.

### Specimen answer

*During a recession people have less disposable income. This could result in a decrease in demand for tourism because people cannot afford the luxury of tourism. Outbound tourism would decrease as it is too expensive. However, domestic tourism and VFR might increase as it could be a cheaper option.*

*The amount of government investment can affect tourism demand. Money spent on improving infrastructure makes a destination more appealing, particularly to international tourists who might be used to different standards. This can increase demand.*

*Economic factors can have a negative or positive effect on demand in a destination or the tourist's home country. It is important for destinations and tourism organisations to market and appeal to different types of tourists so they can try to maintain demand whatever happens.*

**Mark awarded = 6 out of 6**

### Examiner comment

The candidate has correctly identified two economic factors that can affect demand for tourism, and they are both explained. The first factor (less disposable income) is not just stated; the candidate has clearly explained how it affects demand for tourism. The impact on demand of the second factor (government investment) is also clearly explained. The candidate has achieved Level 2 AO1 Knowledge and understanding (2 marks) for these two well explained points.

The candidate has developed these explanations to consider the significance of the points given. Firstly, by commenting on the difference in affect for different types of tourism. Then, for the second factor, this is achieved by analysing the effect on demand linked to international tourism appeal. The candidate has achieved Level 2 AO3 Analysis (2 marks) for the analysis of both of the points raised.

The candidate ends the response with a strong conclusion/recommendation. There is evaluation of the positive and negative effects (AO4 +1) and makes a recommendation/judgement about the importance of marketing to appeal to different types of tourists in order to maintain demand (AO4 +1) The candidate has achieved Level 2 AO4 Evaluation (2 marks).

### Common mistakes and guidance for candidates

It is common for candidates to provide theoretical answers only, by stating points. Candidates need to explain the points they are raising within the context of the question. The specimen answer above is a good example of points that are well explained.

It is common for candidates to think that evaluation is repeating the points raised. The specimen answer above is a good example of how to conclude using judgement and implications.

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## Question 2(e)

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Evaluate the role of local tourist information centres in the tourism industry.

### Specimen answer

*Tourist information centres can quickly provide information on attractions, transport and other tourism facilities at the destination. This helps the tourist to make the most of their time and be happier with their experience. They are more likely to visit again or recommend the destination to family and friends. This means that more tourists will visit, and the destination will be successful.*

*Tourist information centres provide a way for tourism organisations to promote themselves. Many small tourist organisations cannot afford to do much promotion. The tourist information centre provides an easy way for these organisations to get their leaflets and information out to tourists. This supports the tourism organisations and helps them to be successful.*

*Tourist information centres have an important role in the travel and tourism industry. They support tourists and tourism organisations. This is important for the success of the destination and the host community so that they can benefit from a successful tourism industry that brings lots of money and jobs to the area.*

**Mark awarded = 6 out of 6**

### Examiner comment

The candidate has provided two well explained points on the role of tourist information centres ('provide information' and 'a way for tourism organisations to promote themselves'). Both the points raised are explained well. If the candidate had just stated 'One role of tourist information centres (TIC) is to provide information', this would be simply stating a role without any explanation. In this response, the candidate has provided more detail and explanation within context. 'Tourist information centres can quickly provide tourists with information on the attractions, transport and other tourism facilities at the destination.' The candidate has achieved Level 2 AO1 Knowledge and understanding (2 marks).

The candidate goes on to analyse the points raised. In the first paragraph, the candidate developed the response to analyse the benefit of providing this information to the tourist. They then developed this further and provided a conclusive evaluative comment on how the destination can benefit from this. Evaluation does not always need to be placed at the end of the answer in a conclusion; it is possible to develop the analysis further to provide evaluation within the main section of the answer, as seen above. The candidate also analysed in the second paragraph by considering the impact of the role of providing an easy way for tourism organisations to promote themselves. The candidate has achieved Level 2 AO3 Analysis (2 marks) for the analysis of both of the points raised. The candidate also achieved Level 1 AO4 Evaluation (1 mark) for the evaluation comments evident in the first paragraph.

Finally, the candidate provided an evaluation in the form of a conclusion. This conclusion summarised the points raised and evaluated the implications to the destination and host community. This takes the candidate into Level 2 AO4 Evaluation.

### Common mistakes and guidance for candidates

As discussed above, evaluation can be provided in the main body of the answer, rather than waiting until the end of the answer. However, to reach the higher level of evaluation (the full 2 marks for evaluation) a reasoned conclusion must be provided. This is seen in the example above.



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## Question 3(d)

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

- social media influence
- government policy

### Specimen answer

#### *Social media influence*

*Social media is used by millions of people around the world. If more people know about the importance of sustainable tourism from social media, more people will ask tourism organisations to provide sustainable tourism products. Tourism organisations are more likely to change to sustainable products quicker if it is what their customers want. This means the growth in sustainable tourism often happens quicker than if left up to the tourism organisations.*

#### *Government policy*

*If government tourism policies include sustainability targets, it will educate tourism organisations on what to do to be more sustainable. It is important as tourism organisations are forced to make the change to sustainable tourism to abide by government policy. They don't have a choice. This would ensure a more sustainable future.*

**Mark awarded = 6 out of 6**

### Examiner comment

The candidate has provided a good answer for 'social media influence'. They provided an analytical comment of the importance of social media in the growth of sustainable tourism. This is done in the first two sentences by commenting on the global impact of social media in changing peoples' perceptions towards more sustainable tourism (AO3 1 mark). The candidate then developed their answer with good evaluation, commenting on how this brings about the change that stimulated growth (AO4 2 marks).

For 'government policy' the candidate provided an analytical comment on the benefit of government policies, including sustainable tourism targets (AO3 1 mark). This was then followed with a good evaluative comment on the benefit of this and how it brings about a growth in sustainable tourism (AO4 2 marks).

### Common mistakes and guidance for candidates

The common mistake for this question is that candidates explain or describe what has been given (social media/government policy), rather than evaluating it in the context of the question. This question, in particular, requires the candidates to analyse the role that these have provided in the growth of sustainable tourism.

Candidates need to have a different focus for this question than any other question in the paper. They need to start their response with analytical comment from the outset. They are not required to explain or describe first. Candidates then need to follow with good evaluation.

## Question 3(e)

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

### Specimen answer

*Carrying capacity can be used by destinations to limit the number of visitors allowed at a place. Having less visitors helps to prevent environmental damage like trampling from having too many people walking in sensitive or historical areas. This helps to preserve the natural beauty or historical value of the area.*

*Carrying capacity provides a maximum level of visitors for managers to use when managing the sustainability of the destination. However, carrying capacity does not control the visitors. Even a small number of visitors can cause negative environmental impacts like littering, noise pollution and disturbing wildlife. Although this is likely to be less than if there were more visitors, it can still happen.*

*Carrying capacity is a useful tool that can help destinations to be more sustainable, but environmental damage can still happen. Carrying capacity should be used with other actions that control tourist behaviour like educating tourists and setting clear rules of appropriate behaviour when at the destination.*

**Mark awarded = 6 out of 6**

### Examiner comment

The candidate has correctly given two points on the effectiveness of carrying capacity when managing negative environmental impacts ('limit number of visitors' and 'helps to manage the sustainability'). These are both clearly explained. The candidate has achieved Level 2 AO1 Knowledge and understanding (2 marks).

The candidate has considered the impact of each point raised. The analysis of the first point raised considers the positive effective carrying capacity can have. The analysis of the second point considers the negative side of carrying capacity as a way of controlling environmental damage. Therefore, the candidate has provided a balanced answer. The candidate has achieved Level 2 AO3 Analysis (2 marks) for the analysis of both of the points raised.

There is evaluation within the text of the answer and the candidate has provided a reasoned conclusion. They made a clear judgement about the effectiveness of carrying capacity (it is not perfect) that is reasoned. The candidate also provided a recommendation by commenting that carrying capacity should be used alongside other sustainable measures. The candidate has achieved Level 2 AO4 Evaluation (2 marks) for this reasoned conclusion and evaluation within the text.

### Common mistakes and guidance for candidates

The command word (evaluate) in the question asked for evaluation of effectiveness. Candidates need to provide a balanced answer. If they are using advantages as a way to analyse in an evaluative question, it is important that they remember to also consider the other side of the argument, the disadvantages and vice versa. This is unless a question specifically asks you to consider the advantages or disadvantages. For example, evaluate the advantages of carrying capacity, or, evaluate the disadvantages of carrying capacity.

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## Question 4(e)

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Assess the negative economic impacts of tourism on indigenous communities.

### Specimen answer

*Many indigenous communities do not have the knowledge and money to set up tourism enterprises themselves. Therefore, they often seek international investment, or foreign workers with the relevant skills and suffer from leakage. This means that the indigenous community are not able to get the full economic benefit from their tourism enterprise. They are providing the main resources and attractions, having their daily traditional lives disturbed, but without getting the full benefit.*

*If tourism is seasonal in the destination, then the indigenous community will suffer from seasonal employment. This means that they may experience poverty in the off-peak season. This is made worse if the indigenous community has had to change their traditional employment to be able to provide the tourism. They won't have any other employment to rely on in the off-peak season.*

*An increased awareness of the importance of sustainability in tourism has meant that many more people are aware of the need to support indigenous communities and not to exploit them. This is beneficial as it will help to minimise these negative economic impacts and ensure that the indigenous communities can benefit fully from their tourism enterprise.*

**Mark awarded = 6 out of 6**

### Examiner comment

The candidate has opened the response with a good introductory sentence that is clearly set in the context of the question (indigenous communities). This introductory sentence evidences the candidate's knowledge of the challenges indigenous communities experience and is relevant to economic impacts. The candidate follows with a correctly identified and explained negative economic impact of tourism that is applied. The candidate has achieved 1 AO2 mark. The candidate follows with good analysis of the significance of why and how the negative economic impact affects the indigenous community. The candidate has achieved 1 AO3 mark (total of 2 marks).

In the second paragraph the candidate successfully identifies another negative economic impact that is applied to the context of the question (seasonal employment). This is successfully followed with good analysis of how this affects the indigenous community, clearly developing the analysis to be focused on the effect to the indigenous community of the negative impact. The candidate has achieved a further AO2 application and AO3 analysis mark (total of 4 marks).

Finally, in the third paragraph, the candidate has provided a reasoned conclusion that evidences excellent understanding of sustainability applied to the points and analysis already given. The candidate has achieved all the AO4 evaluation marks and achieved the full 6 marks for this response.

### Common mistakes and guidance for candidates

Question 4(e) requires candidates to not only explain two valid points but assess why two or more valid points are relevant for the context of the question (AO2 Application).

One common mistake made by candidates is to open the response with an explanation or definition of the theory in the question. This is not required and only wastes exam time and response space. Candidates should go straight into the answer, writing the theory in a manner that is applied to the context and question.

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