



Cambridge O Level

TRAVEL & TOURISM

7096/01

Paper 1 Key Terms and Concepts

For examination from 2024

SPECIMEN INSERT

1 hour 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has **6** pages. Any blank pages are indicated.

Fig. 1.1 for Question 1

Tourism in Nepal

Nepal is a landlocked country in south Asia situated on the southern slopes of the Himalayan mountain range. It is the location of the world's highest mountain, Everest.

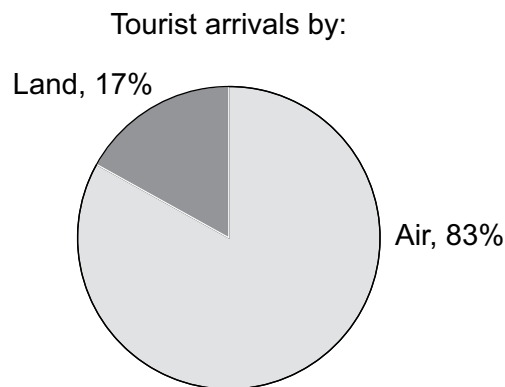
Tourists travel to Nepal to experience the rich culture, ancient heritage and mountainous landscape.

Nepal welcomes 1.2 million tourists every year. Tourists visit the country all year round. However, visitor numbers are highest in October and November.

Tourists stay an average of 12 nights in Nepal and spend an average of \$48 per day. Tourist spending creates over \$724 million for the country.

The government of Nepal is committed to increasing visitor numbers and is focusing on developing the transport infrastructure. The government of Nepal considers tourism to be an important way of improving the economy, supporting people's livelihoods and raising living standards.

International Tourism Statistics for Nepal



Nepal's top 5 source markets	
1	India
2	China
3	USA
4	UK
5	Sri Lanka

Top 3 reasons for visiting Nepal	
1	Holiday
2	Pilgrimage
3	Trekking & mountaineering

Fig. 2.1 for Question 2



Fig. 3.1 for Question 3

Treetop Walking Path

The Treetop Walking Path is in Anykščiai Regional Park, in the small town of Anykščiai, Lithuania.

The Treetop Walking Path gives visitors the opportunity to walk through the forest at treetop level, experiencing the Anykščiai forest from a different viewpoint. The path ends at a 34-metre high observation tower, allowing visitors to experience views of the forest below.

At the base of the observation tower is a visitor information centre where visitors can find out about the surrounding forest, natural environment and local culture and purchase souvenirs. The surrounding forest provides more experiences for visitors including walking, cycling and water-based activities.

The Treetop Walking Path operates an educational programme which is available to all visitors for a small fee. The programme includes a guided tour, a presentation about the Treetop Walking Path and forest, local cultural poems and lessons on the connection between humans and nature.

Money generated from sales at the Park is used for protecting the forest and to spread awareness of the local culture.

Fig. 4.1 for Question 4



BLANK PAGE

Copyright Acknowledgements:

- Question 1 © <https://www.tourismdepartment.gov.np/files/statistics/42.pdf>
- 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

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (Cambridge University Press & Assessment) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

Cambridge Assessment International Education is part of Cambridge University Press & Assessment. Cambridge University Press & Assessment is a department of the University of Cambridge.