



Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



TRAVEL AND TOURISM

7096/23

Alternative to Coursework

October/November 2014

2 hours 30 minutes

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 **13** printed pages, **3** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), a situation analysis of tourism in northern Egypt.

- (a) Using the statement numbers from Fig. 1 (Insert), complete the SWOT Analysis table below. Choose only one statement under each heading.

<p>One strength of tourism in northern Egypt</p>	<p>One weakness of tourism in northern Egypt</p>
<p>One opportunity for tourism in northern Egypt</p>	<p>One threat to tourism in northern Egypt</p>

[4]

- (b) Explain **three** market research techniques that tourism providers in northern Egypt could use to increase visitor numbers.

1

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2

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..... [6]

(c) Fig. 1 (Insert) suggests that some tourism products in northern Egypt are less popular than they were.

Explain the suitability of the following pricing policies for use by tourism providers in northern Egypt:

- market skimming
- discount pricing

[6]

(c) Explain **two** likely benefits to a provider, such as Simply Whistler, of offering customised packages.

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(c) Explain **three** ways in which the creation of a brand image may be used to market specialised niche tourism products.

1

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Question 4

Refer to Fig. 4 (Insert), information about tourism in Vietnam.

- (a) (i) At which stage of the product life cycle would you place French and Chinese heritage tourism in Vietnam? Give **one** reason for your answer.

Stage

Reason

..... [2]

- (ii) Give **two** reasons why it is important for a tourism provider to identify the position of its product in the product life cycle.

1

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2

..... [2]

- (b) Explain **two** ways in which the promotion of products, such as French and Chinese heritage tourism in Vietnam, leads to increased levels of customer interest.

1

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..... [6]

(c) Explain how the National Administration of Vietnam (NAV) might use each of the following elements of the marketing mix to promote French and Chinese heritage tourism in Vietnam:

- product
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- price
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[6]

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