



Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



TRAVEL AND TOURISM

7096/23

Alternative to Coursework

October/November 2017

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), an advertisement for Fiori, a tour operator in Italy, a country in western Europe.

(a) Identify the following:

(i) **two** examples of excursions

1

2 [2]

(ii) **two** examples of accommodation

1

2 [2]

(b) Explain **three** ways a tour operator, such as Fiori, could overcome the impact of seasonality.

1

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2

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3

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(c) Explain the suitability of the following methods of promotion for a tour operator, such as Fiori:

- direct marketing
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- point of sale displays
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[6]

Question 2

Refer to Fig. 2 (Insert), the results of a situation analysis of tourism in Myanmar (Burma), a country in Asia.

(a) Identify the following:

(i) **two** positive influences on tourism in Myanmar

1

2 [2]

(ii) **two** negative influences on tourism in Myanmar

1

2 [2]

(b) Explain **three** reasons why marketing and promotion is very important for an emerging travel and tourism sector, such as in Myanmar.

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(c) Few hotel providers in Myanmar have access to the internet.

Suggest **two** reasons why this may be a disadvantage when trying to attract customers.

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Question 3

Refer to Fig. 3 (Insert), information about Prime Gallery, a visitor attraction in Melbourne, Australia.

(a) Explain **two** reasons why Prime Gallery’s visitor numbers have declined.

1

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2

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..... [4]

(b) Prime Gallery is at the decline stage of the product life cycle.

Describe **three** characteristics of the decline stage.

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(c) Suggest **two** suitable pricing policies for a tourism facility in the decline stage of the product life cycle, such as Prime Gallery.

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Question 4

Refer to Fig. 4 (Insert), information about tourism in Cuba, a Caribbean island.

(a) Suggest the following:

(i) **two** reasons why Cuba may appeal to cultural tourists

1

2 [2]

(ii) **two** reasons for the likely appeal of tour packages

1

2 [2]

(b) Cuba has established tourism offices in a number of other countries, such as Mexico.

Suggest **three** likely advantages of doing this.

1

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(c) Other than the use of the slogan 'Authentic Cuba' explain **two** ways the Cuban Tourist Board could create a brand image.

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