



Cambridge International Examinations
Cambridge Ordinary Level

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TRAVEL AND TOURISM

7096/22

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 and **3** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), an advertisement for a tour in Cambodia, a country in South East Asia.

- (a) (i) Using Fig. 1 (Insert), suggest **two** target markets for the Cambodia's Finest tour.

1
 2[2]

- (ii) Travel Star Worldwide offers a discount to customers combining two of its South East Asia tours. State **two** advantages to providers of making such an offer.

1

 2
[2]

- (b) Explain how **three** fixed or variable costs may influence the price of a product such as Cambodia's Finest tour.

1

 2

 3

[6]

- (c) Explain **two** reasons why Travel Star Worldwide might have chosen travel agents as a distribution channel for tourism products such as Cambodia's Finest tour.

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[9]

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Question 2

Refer to Fig. 2 (Insert), a press release about Paint Experience, a specialist tour operator.

- (a) (i) Give **two** reasons why Paint Experience's product should be placed at the growth stage of the product life cycle model.

1

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2

.....[2]

- (ii) Give **two** marketing activities that tour operators, such as Paint Experience, are likely to carry out during the research stage of the product life cycle model.

1

2[2]

- (b) Explain the suitability of the following methods of promotion to specialist tour operators such as Paint Experience:

- direct marketing

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- billboard advertising

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[6]

- (c) Explain **two** ways in which a marketing campaign by Paint Experience is likely to benefit the tourism industry of Morocco.

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[9]

Question 3

Refer to Fig. 3 (Insert), information about 'Wonders of Dubrovnik'. This is a promotional campaign by the Croatian National Tourist Board. Dubrovnik is a city in the eastern European country of Croatia.

- (a) (i) Identify from Fig. 3 (Insert), **two** target markets of the 'Wonders of Dubrovnik' campaign.

1

2 [2]

- (ii) Suggest **two** benefits to travel and tourism customers of market segmentation.

1

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- (b) Explain **three** marketing functions of organisations such as the Croatian National Tourist Board.

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(c) Explain how each of the following may be used to create a brand image for a promotional campaign such as 'Wonders of Dubrovnik':

- public relations

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- electronic media

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[6]

Question 4

Refer to Fig. 5 (Insert), the results of a SWOT analysis carried out by the Panama Tourism Authority. Panama is a country in central America.

- (a) Using the statement numbers from Fig. 5 (Insert), complete the SWOT analysis table below, choosing only **one** statement under each heading.

One strength of tourism in Panama	One weakness of tourism in Panama
One opportunity for tourism in Panama	One threat to tourism in Panama

[4]

- (b) Most cruise ship passengers visit Panama City for less than one day. Explain how the following aspects of the marketing mix could be used to encourage cruise ship passengers to spend more money during their visit to Panama City:

- product.....
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- price.....
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- promotion.....
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[6]

- (c) Using Fig. 5 (Insert), identify and explain **two** aspects of Panama's location that will appeal to foreign visitors.

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.....[6]

- (d)** Assess the suitability of different pricing policies in encouraging increased hotel occupancy rates in the beach areas of Panama.

[9]

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