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Cambridge
O Level

Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

2834163006

TRAVEL AND TOURISM **7096/22**

Alternative to Coursework **October/November 2015**

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, highlighters, 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.

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Question 1

Refer to Fig. 1 (Insert), information about Racetrack Holidays, a tour operator.

(a) Using Fig. 1 (Insert) identify the following:

(i) **two** target markets of Racetrack Holidays

1 .....

2 ..... [2]

(ii) **two** ways in which Racetrack Holidays aims to gain an edge over the competition

1 .....

2 ..... [2]

(b) Racetrack Holidays will sponsor a number of world-wide motor racing events in 2015. Explain briefly **three** advantages of event sponsorship to an organisation, such as Racetrack Holidays.

1 .....

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2 .....

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3 .....

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(c) Explain fully the suitability of the following pricing policies to attract customers to a company, such as Racetrack Holidays:

- going rate

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- variable pricing

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(d) Evaluate the importance of **cost** to a new company, such as Racetrack Holidays, when planning an effective promotional campaign.

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[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), information about mountain tourism in Bosnia, a country in Central Europe.

(a) Using Fig. 2 (Insert) identify the following:

(i) **two** reasons why mountain tourism in Bosnia is popular

1 .....

2 ..... [2]

(ii) **two** market segments which already take part in mountain tourism

1 .....

2 ..... [2]

(b) Explain briefly how the product/service mix might be developed to attract the following target markets to mountain tourism in Bosnia:

- grey market

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- school groups

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- ecotourists

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(c) Mountain tourism in Bosnia is at the maturity stage of the product life cycle.
Explain fully **two** likely characteristics of tourism at this stage.

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(d) Discuss the factors affecting the choice of location when developing a tourism facility, such as a visitor centre to support mountain tourism.

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Question 3

Refer to Fig. 3 (Insert), a situation analysis of Ethiopia, a country in East Africa.

(a) Using the statement numbers in Fig. 3 (Insert), complete the SWOT Analysis table below, choosing only **one** statement under each heading.

One strength of tourism in Ethiopia	**One** weakness of tourism in Ethiopia
One opportunity for tourism in Ethiopia	**One** threat to tourism in Ethiopia

[4]

(b) Explain briefly why **each** of the following might be suitable methods of promotion for an organisation such as the Ethiopian Ministry of Culture and Tourism (EMCT):

- international trade fairs

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- internet

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- use of merchandising

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[6]

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(c) The EMCT has created a brand, 'Land of Great Civilisation'.
Explain fully **two** ways in which branding may be used to increase the number of visitors to a destination, such as Ethiopia.

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(d) Evaluate the importance of using marketing tools, such as a SWOT analysis, for a tourism authority such as the EMCT.

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Question 4

Refer to Fig. 4 (Insert), information about tourism in Madagascar, an island in the Indian Ocean.

(a) Using Fig. 4 (Insert) identify the following:

(i) **two** reasons why visitor numbers to Madagascar are lower than to other islands in the Indian Ocean

1 .....

2 ..... [2]

(ii) **two** reasons for the appeal of Madagascar

1 .....

2 ..... [2]

(b) Explain briefly the impact that marketing and promotion of tourism in Madagascar is likely to have on the following:

- volume of sales

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- its position within a competitive market

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- customer satisfaction

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[6]

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(c) Explain fully how the Madagascar National Tourism Board (MNTB) might use the following aspects of the marketing mix to attract more tourists from countries, other than France.

- promotion

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- place

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(d) Evaluate the importance of **customers' expectations** as a factor when determining pricing policies for tourism providers in Madagascar.

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