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Cambridge O Level

Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

0447579480

TRAVEL AND TOURISM **7096/23**

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, 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.

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CAMBRIDGE International Examinations

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Question 1

Refer to Fig. 1 (Insert), information on a website about Acadia National Park. Acadia is in Maine, a state on the northeast coast of the USA.

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

(i) **two** characteristics of a National Park.

1 .....

2 .....[2]

(ii) **two** natural features which may attract visitors to the Acadia National Park.

1 .....

2 .....[2]

(b) Explain briefly **three** reasons why a website might be a suitable method of promoting a visitor attraction, such as Acadia National Park.

1 .....

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2 .....

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3 .....

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.....[6]

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(c) Explain fully **two** advantages to the Acadia National Park authority of developing its product to attract school groups.

Advantage 1 .....

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Advantage 2 .....

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(d) Assess the importance of **costs** to the tourism provider when producing effective promotional materials, such as the website shown in Fig. 1 (Insert).

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[Total: 25]

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Question 2

Refer to Fig. 2 (Insert), information about food tourism in the Republic of Ireland, a country in Western Europe.

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

(i) **two** threats to the Republic of Ireland's food tourism industry.

1 .....

2 .....[2]

(ii) **two** examples of catering facilities which provide Irish food for visitors.

1 .....

2 .....[2]

(b) Explain briefly how each of the following might be used by organisations, such as Tourism Ireland, to create a brand image:

- slogan

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- target market segment

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- product

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[6]

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(c) Other than creating a brand image, explain fully **two** roles that organisations, such as Tourism Ireland, are likely to play in the marketing process.

1 .....

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2 .....

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(d) Tourism Ireland has decided to carry out a joint marketing campaign with food industry and event organisers.

Evaluate the likely importance of a joint marketing campaign to organisations, such as Tourism Ireland.

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Question 3

Refer to Fig. 3 (Insert), an advertisement for a package holiday to the Kalami resort on the Mediterranean island of Corfu.

(a) Using Fig. 3 (Insert) identify the following:

(i) **two** ways in which this holiday package offers value for money.

1 .....

2 .....[2]

(ii) **two** components of this package holiday.

1 .....

2 .....[2]

(b) Explain briefly how **each** of the following locational factors might influence a tour operator, such as Sunkavos Holidays, when choosing a holiday destination:

- adjacent facilities

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- character of area

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- availability of staff

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[6]

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(c) Explain fully **two** reasons why tour operators, such as Sunkavos Holidays, might choose to offer all-inclusive packages as part of its product range.

1 .....

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2 .....

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(d) Discuss the range of factors that influence the final price a customer is charged for a package holiday.

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Question 4

Refer to Fig. 4 (Insert), a situation analysis of tourism in Queensland, a large state in northern Australia.

(a) Using the statement numbers from Fig. 4 (Insert), complete the SWOT analysis table below, using only **one** statement under each heading.

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

[4]

(b) Explain briefly **three** reasons why domestic tourists are an important target market for a destination such as Queensland.

1 .....

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2 .....

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3 .....

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(c) Explain fully **two** ways in which the following aspects of the marketing mix could be used to attract tourists to Queensland:

- product

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- price

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[6]

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(d) Discuss the suitability of using publicity materials to promote Queensland as a destination to overseas visitors.

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