



Cambridge International Examinations
Cambridge Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



TRAVEL AND TOURISM

7096/23

Alternative to Coursework

October/November 2016

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.

Question 1

Refer to Fig. 1 (Insert), a situation analysis of tourism in Nigeria, a country in West Africa.

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

One Strength of tourism in Nigeria	One Weakness of tourism in Nigeria
One Opportunity for tourism in Nigeria	One Threat to tourism in Nigeria

[4]

- (b) Tourism in Nigeria is in the introduction stage of the product life cycle.

Describe **three** characteristics of this stage.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

.....[6]

(c) Explain **two** reasons why travel and tourism organisations might carry out a situation analysis.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

.....[6]

Question 2

Refer to Fig. 2 (Insert), an advertisement for New Maple Holidays, a tour operator in Canada.

New Maple Holidays uses geographic and lifestyle market segmentation.

(a) Define, using an example, each of the following:

- geographic market segment

.....
.....

- lifestyle market segment

.....
.....

[4]

(b) Explain **three** factors which a tour operator might consider when producing effective promotional materials.

1

.....
.....
.....

2

.....
.....
.....

3

.....
.....
.....

[6]

(c) Explain **two** advantages to the **provider** of offering a package holiday.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....[6]

Question 3

Refer to Fig. 3 (Insert), information about tourism in Lisbon, the capital city of Portugal, a country in Western Europe.

(a) Using Fig. 3 (Insert), state the following:

(i) **two** characteristics of a city break holiday.

1

2 [2]

(ii) **two** likely advantages to the customer of joining an organised tour.

1

2 [2]

(b) Explain **three** likely advantages to tourists of using the Lisboa card during a stay in Lisbon.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

..... [6]

(c) Explain why tourism providers in Lisbon might benefit from the following:

- low-cost airlines adding more routes to Lisbon

.....

.....

.....

.....

.....

.....

- a new high-speed rail link with Spain

.....

.....

.....

.....

.....

.....

[6]

Question 4

Refer to Fig. 4 (Insert), information about tourism in Barbados, an island in the Caribbean.

(a) Using Fig. 4 (Insert), suggest the following:

(i) **two** reasons why the Barbados Arts and Crafts Experience campaign was launched.

1

2 [2]

(ii) **two** reasons for the likely appeal of the Barbados Arts and Crafts Experience product to customers.

1

2 [2]

(b) Explain **three** factors that influence the choice of location for travel and tourism products, such as the Barbados Arts and Crafts Experience.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

..... [6]

(c) Explain why the following pricing policies might be suitable to attract new customers to the Barbados Arts and Crafts Experience:

- promotional pricing

.....

.....

.....

.....

.....

.....

- variable pricing

.....

.....

.....

.....

.....

.....

[6]

BLANK PAGE

BLANK PAGE

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.