



Cambridge O Level

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL & TOURISM

7096/23

Paper 2 Alternative to Coursework

October/November 2022

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information about Malawi, a country in Africa.

(a) (i) Define the term 'brand image'.

.....
..... [1]

(ii) Other than using a brand slogan, state **three** ways a destination might create a brand image.

1

.....

2

.....

3

.....

[3]

(b) Explain **three** benefits of using a website to promote tourist destinations such as Malawi.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

(c) Malawi is at the growth stage of the Product Life Cycle.

Describe **three** characteristics of the growth stage of the Product Life Cycle.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

3

.....

.....

.....

[6]

2 Refer to Fig. 2.1 (Insert), information about River Fire Cruises.

(a) (i) Identify **two** market segments of River Fire Cruises.

1

2

[2]

(ii) Identify **two** services offered by River Fire Cruises.

1

2

[2]

(b) River Fire Cruises have chosen price bundling as a pricing strategy.

Explain **three** advantages to the customer of price bundling.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

[6]

(c) Explain **three** reasons why tourism providers identify their target market.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

3 Refer to Fig. 3.1 (Insert), results of a SWOT analysis of tourism in Bulgaria, a country in Eastern Europe.

(a) Using the statement numbers from Fig. 3.1 complete the table below:

One Strength	One Weakness
One Opportunity	One Threat

[4]

(b) Explain **three** reasons why national tourist boards carry out a SWOT analysis.

- 1
- 2
- 3

[6]

(c) Explain how **each** of the following methods can be used by national tourist boards to assess their position in the market:

market research

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

marketing mix

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

competitor analysis

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

[6]

(d) Discuss how a destination can use marketing and promotion to increase tourist numbers after a pandemic disease.

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

..... [9]
[Total: 25]

4 Refer to Fig. 4.1 (Insert), an advertisement for Island Hoppers tour operator.

(a) (i) Tour operators often use GDS.

State what the initials GDS stand for:

G

D

S

[3]

(ii) Give **one** example of what GDS is used for.

.....

..... [1]

(b) Explain **three** ways a tour operator, such as Island Hoppers, could develop its products to attract more families.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain the benefits of **each** of the following methods of promotion for tour operators:

trade shows

.....

.....

.....

.....

.....

.....

electronic media

.....

.....

.....

.....

.....

.....

[6]

(d) Discuss the factors that might affect a tour operator when choosing their pricing policies.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

BLANK PAGE

BLANK PAGE

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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