



Cambridge O Level

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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
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2
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3
..... [3]

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

1
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..... [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.

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[6]

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

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

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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.

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[6]

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

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[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.

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[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

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marketing mix

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competitor analysis

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[6]

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

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..... [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.

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..... [1]

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

1

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..... [6]

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

trade shows

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electronic media

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[6]

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