

Centre Number	Candidate Number	Name
---------------	------------------	------

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

TRAVEL AND TOURISM

7096/02

Paper 2

October/November 2005

2 hours and 30 minutes

Candidates answer on the Question Paper
No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

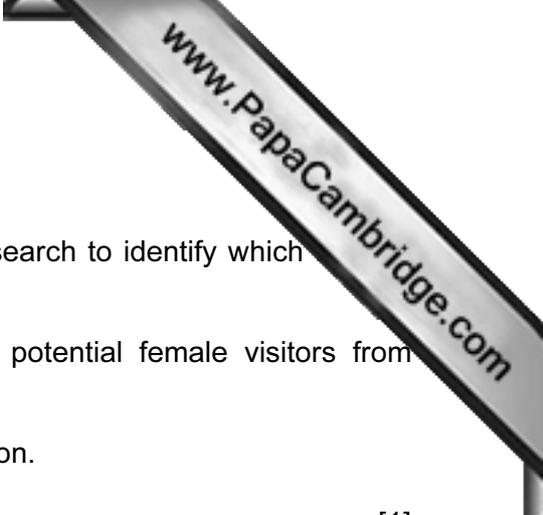
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
You may use a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.
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.

For Examiner's Use	
1	
2	
3	
4	
Total	

This document consists of **13** printed pages and **3** blank pages.





Question 1

The Australian Tourist Commission (ATC) has carried out market research to identify which products to develop for the expanding Japanese tourist market.

The Commission recently conducted personal interviews with 600 potential female visitors from Tokyo.

(a) Identify the market research technique used by the Commission.

..... [1]

(b) (i) Name the type of sample used in this research.

..... [1]

(ii) Give **two** characteristics of this type of sample.

Characteristic 1

Characteristic 2

(c) The Australian Tourist Commission (ATC) also uses SWOT and PEST analyses in the research process.

(i) Identify the **four** sections of a SWOT analysis.

Section 1

Section 2

Section 3

Section 4 [4]

Question 3

2002 was the International Year of Eco-tourism. The brand logo in Fig. 1 was designed by the African Tourism Organisation to promote eco-tourism and to re-position the South African Tourism brand.



Fig. 1

(a) Define the term *brand logo*.

..... [1]

(b) Use the product lifecycle model to describe the position of eco-tourism in South Africa, giving a reason for your answer.

Position

Reason

.....

.....

..... [3]

Question 4

A distribution channel is also known as a chain of supply. Two examples of the supply of tourism products are given below in Fig. 2.

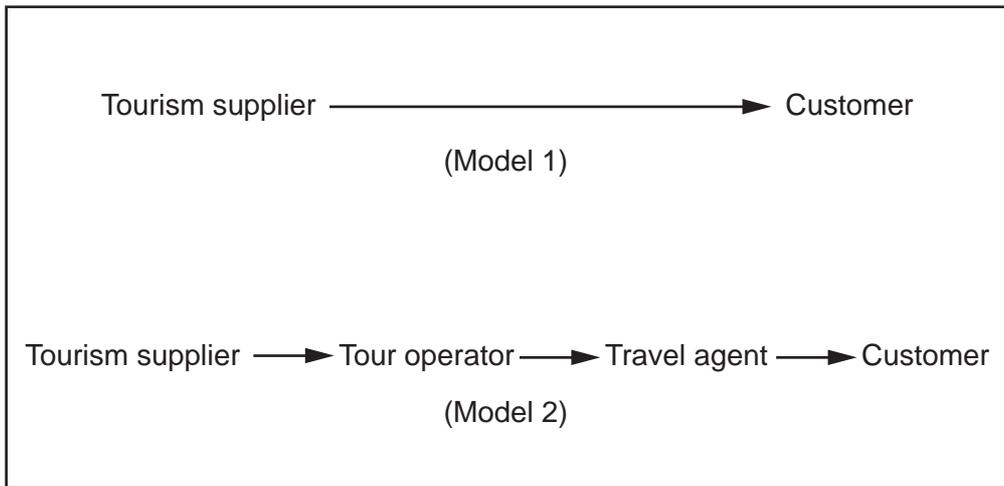


Fig. 2

(a) Give **one** advantage and **one** disadvantage of each of the supply chain models from Fig. 2.

Model 1 Advantage

Model 1 Disadvantage

Model 2 Advantage

Model 2 Disadvantage [4]

(b) Most travel and tourism providers use Information Technology within the distribution process via a CRS.

(i) Define the abbreviation *CRS*.

..... [1]

(ii) Name **two** examples of CRS.

Example 1

Example 2 [2]

Copyright Acknowledgements

Question 3 © c. brandchannel.com

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.

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