

Cambridge Assessment International Education

Cambridge Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

7705297698

TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2019

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.

	er to Fig. 1.1 (Insert), information about business tourism in Seoul, the capital city of South ea, Asia.
(a)	State what the initials MICE stand for in business tourism.
	M
	I
	C
	E
	[4]
(b)	Explain three reasons for the appeal of Seoul as a business tourism destination.
	1
	2
	3
	[6]

(c)	Explain two likely aims of the Seoul Convention Bureau (SCB) in marketing business touring the city.	ism
	1	
	2	
		 [6]

(d)	Analyse the importance of winning industry awards such as 'Best MICE City' for Seoul as a destination.
	[9]
	[Total: 25]

(a)	(i)	Describe, using an example, what is meant by the term 'independent traveller'.
	(ii)	Identify two components of an independent package offered by FIT travelcom.
		1
		2
(b)	Exp	plain three factors affecting the final price FIT travelcom's customers will pay.
(b)		lain three factors affecting the final price FIT travelcom's customers will pay.
(b)		
(b)		
(b)	1	
(b)		
(b)	1	
(b)	1	
(b)	1 2	
(b)	1 2	

(c)	Explain the suitability of two methods of promotion used to generate interest in independent holiday packages.
	Method
	Suitability
	Method
	Suitability
	[6]

(d)	Evaluate the impact of technology in the distribution of travel and tourism products.
	[9]
	[Total: 25]

has	rece	ently launched in Barbados, an island in the Caribbean.
(a)	(i)	Define, using an example, what is meant by the term 'departure lounge'.
	(ii)	Identify two features of the new Departure Beach product.
		1
		2
(b)	The	Departure Beach has recently been introduced to the market.
(b)		
(b)	Exp	Departure Beach has recently been introduced to the market.
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(b)	1	Departure Beach has recently been introduced to the market.
(b)	1	Departure Beach has recently been introduced to the market. Plain three characteristics of the introduction stage of the product life cycle model.
(b)	2	Departure Beach has recently been introduced to the market.
(b)	2	Departure Beach has recently been introduced to the market. Plain three characteristics of the introduction stage of the product life cycle model.
(b)	2	Departure Beach has recently been introduced to the market. Plain three characteristics of the introduction stage of the product life cycle model.
(b)	2	Departure Beach has recently been introduced to the market. Plain three characteristics of the introduction stage of the product life cycle model.

(c)	Explain two pricing policies that might have been used to determine the prices charged for using the Departure Beach.
	1
	2
	[6]

(d)	Discuss how other travel and tourism providers might develop alternative products and services to meet the needs of different market segments.
	[9

[Total: 25]

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Ref	er to	Fig. 4.1 (Insert), information about the marketing environment for Canada, North America.
(a)	(i)	Give two examples of primary market research techniques that can be used to gain visitor feedback.
		1
		2[2]
	(ii)	State two likely sources of secondary market research data tourism authorities in Canada might use.
		1
		2
		[2]
(b)		lain three reasons why it is important for tourist destinations to create a positive image reputation.
	1	
	2	
	3	
		[6]

(c)	Explain two ways airlines can use public relations to generate more sales.
	1
	2
	[6]

(d)	Discuss the importance to Canada of having competitive advantage over other destinations.
	[9]

[Total: 25]

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