



Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM

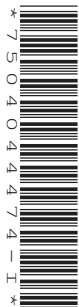
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Alternative to Coursework

May/June 2019

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2 hours 30 minutes



READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

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Fig. 1.1 for Question 1

To keep up with changing customer preferences, a premium hotel chain has recently announced that it is changing its loyalty reward programme to make it more attractive. Guests will be able to use reward points within a new 'experiences marketplace', which includes rewards such as tickets to see a Broadway show, a day out at an army assault course or exclusive cooking classes with award-winning chefs.

The hotel chain wishes to offer more flexibility to hotel guests, who do not always want to use their points towards a free hotel stay.

The hotel chain is just one example of how travel and tourism organisations are updating their loyalty reward programmes to try to retain customers. Recently two major airlines and an international restaurant chain have also announced changes to their reward programmes.

According to recent research, a typical American household has membership to 20 different loyalty reward programmes but is active in only 12 of them. As customers see loyalty reward programmes as normal practice, the incentive to earn rewards has become much less effective. Travel and tourism organisations must now seek alternative, and often innovative, ways to connect with customers and to convince them to return.

Fig. 1.1**Fig. 2.1 for Question 2**

A situation analysis of India as a tourism destination:

1. There are many possibilities to further develop multi-cultural heritage tourism.
2. Many tourists, especially female travellers, have concerns about safety, security and cleanliness when visiting India.
3. A trip to India offers tourists good value for money.
4. Overcrowding puts strain on the country's infrastructure, especially its transport systems.
5. There are insufficient manmade attractions and secondary entertainment facilities for tourists to enjoy.
6. Other Asian destinations have developed more effective marketing strategies.

Fig. 2.1

Fig. 3.1 for Question 3

Brussels is the capital city of Belgium, a country in Europe.

The government of Brussels is launching the new campaign 'Where will Brussels take you?' to promote Brussels both within Belgium and abroad. The website www.takemeto.brussels gives visitors the possibility to fully personalise their stay in Brussels. This allows visitors to make it a unique experience whether visiting for business or pleasure. 'Where will Brussels take you?' will also be developed into a poster campaign in several key locations in Belgium, as well as in train stations and airports in several European cities. The campaign will also be featured online, via social media. The promotional campaign will last six months.

Fig. 3.1**Fig. 4.1 for Question 4**

The Israel Tourist Board (ITB) and the Tanzania Tourist Board (TTB) are working closely together to promote historical and wildlife tourism.

When fully implemented, tourists from Israel will visit Tanzania for wildlife safaris, while Tanzanians will travel to Israel for historical, cultural or religious holidays.

Representatives from TTB visited Israel for a three-day familiarisation trip as part of the joint marketing programme. Tanzanian officials told tourism stakeholders that investors from Israel would be welcomed in Tanzania and that they would attract many customers.

Statistics show that tourist arrivals from Israel to Tanzania have increased from 3000 tourists in 2011 to 15000 tourists in 2016.

A team of ten travel writers, from a range of media outlets in Israel, visited Tanzania's Gombe National Park recently to market the park, including several newspapers, magazines and several blog channels in Israel. Products will be made available via travel agents and tour operators in both countries.

Fig. 4.1

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