

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2013

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 a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

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.

This document consists of 13 printed pages and 3 blank pages and 1 Insert.



For Examiner's Use

Refer to Fig. 1 (Insert), an advertisement for Gold Flag Holidays, a tour operator.

(a)	(i)	State two advantages to the customer of a twin-centre holiday, such as the product advertised in Fig. 1.
		1
		2
		[2]
	(ii)	The Mombasa Beach Hotel has luxury tourists as its target market. State two benefits to the provider of offering this 5* exclusive accommodation.
		1
		0
		2[2]
		[-]
(b)	fair offe	Id Flag Holidays has decided to market its product through travel agencies and trade is. Explain why each of these distribution channels would be useful to a provider ering twin-centre holidays:
	•	travel agencies
	•	trade fairs
		[6]

(c)	Explain two reasons why tour operators, such as Gold Flag Holidays, use brochures to promote their holidays.	For Examiner's Use
	1	
	2	
	re)	

n	Discuss the factors Gold Flag Holidays will need to consider when producing promot materials such as the advertisement shown in Fig. 1 (Insert).
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For Examiner's Use

For Examiner's Use

Refer to Fig. 2 (Insert), a news item about a new hostel for backpackers in Thailand.

(a)	(i)	Identify two reasons why you would place Backpacker-nights at the introduction stage of the product life cycle.
		1
		2
		[2]
	(ii)	Give two marketing activities that might be carried out during the research and development stage of the product life cycle.
		1
		2
		[2]
(b)		plain two reasons why promotion is important for travel and tourism providers such Backpacker-nights.
	1	
	2	
		[6]

For Examiner's Use

(c)	Explain how each of the following is likely to affect the choice of premises for budget accommodation providers:					
	transport links					
	cost of premises					
	availability of staff					
	[6]					

_	oudget market.
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For Examiner's Use

For Examiner's Use

Refer to Fig. 3 (Insert), an advertisement for a holiday to the Mediterranean offered by Sail-Aways, a cruise operator.

(a)	(i)	Identify two target markets at which this advertisement is aimed.
		1
		2
		[2]
	(ii)	Identify the two main forms of segmentation used by Sail-Aways.
	(,	1
		T
		2
		[2]
(b)		-Aways uses promotional pricing in its marketing campaign. Explain two ways in ch promotional pricing can be used by travel and tourism providers to enhance brand ge.
	1	
	2	
		[6]

Explain how each of the following may create a positive image for a travel and tourism organisation:						
•	sponsorship					
	the way of averaged and a second					
•	the use of press releases					
	[6]					

(c)

Discuss the reasons why cruise operators, such as Sail-Aways, develop different products and services to cater for the needs of different market segments.

For Examiner's Use

For Examiner's Use

Refer to Fig. 4 (Insert), a news item about new itineraries launched by Amazing Excursions, a coach operator in Canada.

(a)	(i)	Identify two reasons why Amazing Excursions' 5-City Tour product may appeal to customers.
		1
		2
		[2]
	(ii)	Identify two disadvantages of carrying out telephone surveys.
		1
		2
		[2]
(b)		plain two ways in which providers, such as Amazing Excursions, can overcome the pact of seasonality.
	1	
	2	
		[6]

(c)	Explain why the following methods of promotion are suitable for travel and tourism organisations such as Amazing Excursions:	For Examiner's Use
	Internet	
	personal selling	

5	uch as Amazing Excursions, to increase the number of group customers it attracts.
•	
• •	
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	[9]

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