
TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2016

INSERT

2 hours 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.
Anything the candidate writes on this Insert will not be marked.




This document consists of **3** printed pages and **1** blank page.

Fig. 1 for Question 1

MaltaGold Holidays

4*all-inclusive in our latest resort near the popular coastal town of Qawra in the north east of the island of Malta.

From only €250 pp
 Children aged 4–16 stay half price
 Download the voucher to claim
 5% discount
 Free excursion included



Our relaxing holiday package includes:

- large pool
- plenty of sunshine
- air-conditioned rooms
- room service
- 24 hour Reception
- all day buffet menu
- MaltaGold tour guide at the resort
- return flight and transfers
- car hire available

To book call +22 7699799042 (24 hour Freephone)




Or visit www.MaltaGold.com Follow us on:   

Fig. 1

Fig. 2 for Question 2

Slovakia Park Zoo

Slovakia Park Zoo this year celebrates 40 years as one of Slovakia's leading wildlife attractions. There is plenty for the wildlife enthusiast with over 300 hectares of parkland, and over 200 species of animals, including monkeys, lions, tigers, and sea lions.

This week's press conference was attended by over 50 journalists and there was chance to ask questions about the new facilities including five new themed cafés, such as Penguin Snacks. These will be very popular with families. Familiarisation tours were available and tourism industry partners were also invited to try out the photography course being run by a leading wildlife photographer.

Fig. 2

Fig. 3 for Question 3

A situation analysis of tourism in Singapore

1. Singapore is a city state and has to compete with larger destinations, such as Malaysia.
2. In 2014, Singapore launched a new campaign to attract visitors from Indonesia.
3. There is strong support from the Singapore Government for the tourism sector.
4. Singapore has a rapid integrated transport system.
5. Singapore has limited space for hotel development.
6. Currency fluctuations affect tourism in Singapore.
7. Singapore could target visitors from Africa as a new market for tourism.
8. Business tourism in Singapore has direct competition from other countries in the region.

Fig. 3**Fig. 4 for Question 4****Bright Star Apartments**

Choose from 22 destinations worldwide and then select the apartment to suit you.

- * flexible, your choice of location from city centre to quiet suburb
- * perfect for a romantic short-break for two
- * choice of star rating
- * fully serviced accommodation
- * privacy guaranteed
- * choice of one, two or three bedroom apartments
- * inclusive of all utilities
- * free 'dinner for two' voucher with each booking

Car hire by arrangement



www.brightstarapartments.com
info@brightstarapartments.com

Fig. 4

BLANK PAGE

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.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

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