



## Cambridge O Level

CANDIDATE  
NAME

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**TRAVEL & TOURISM**

**7096/22**

Paper 2 Alternative to Coursework

**October/November 2021**

**2 hours 30 minutes**

You must answer on the question paper.

You will need: Insert (enclosed)

### INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

### INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Any blank pages are indicated.

**Question 1**

Refer to Fig. 1.1 (Insert), information about a chatbot used by Visit Faroe Islands. The Faroe Islands is a destination in the North Atlantic Ocean.

**(a) (i)** Give **two** examples of tourist information the chatbot can provide.

1 .....

2 .....

[2]

**(ii)** Describe how the chatbot service is homogenous in character.

.....  
.....  
.....  
..... [2]

**(b)** Explain **three** advantages to Visit Faroe Islands of using a chatbot for its tourist information service.

1 .....

2 .....

3 .....

[6]

(c) Explain **two** ways the chatbot might be improved to support tourism in the Faroe Islands.

1 .....

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2 .....

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[6]



**Question 2**

Refer to Fig. 2.1 (Insert), a press release about the issue of overcrowding in Venice.

(a) Using examples, define what is meant by **each** of the following terms:

day tripper .....

.....

.....

.....

honeypot destination .....

.....

.....

.....

[4]

(b) Explain **three** access measures in Venice which are likely to affect the place aspect of the marketing mix.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** economic measures authorities in Venice use within the price aspect of the marketing mix, to help control overcrowding in the city.

1 .....

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2 .....

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[6]



**Question 3**

Refer to Fig. 3.1 (Insert), an advertisement for a family holiday.

(a) (i) Describe what is meant by the term 'half-board'.

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.....  
.....  
..... [2]

(ii) Identify the **two** types of market segmentation used by Fun in creating this holiday destination.

1 .....

2 .....

[2]

(b) Explain **three** pricing policies suitable for the Fun product.

1 .....

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2 .....

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3 .....

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[6]



(c) Explain **two** likely benefits for customers of using a travel agent to book this holiday.

1 .....

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2 .....

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[6]



**Question 4**

Refer to Fig. 4.1 (Insert), information about advertising via a national tourism website.

**(a)** Describe **two** likely functions of a Destination Marketing Organisation.

1 .....

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2 .....

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[4]

**(b)** Explain **three** reasons why potential visitors to a destination are likely to use the national tourism website of the country they are planning to visit.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** benefits to the provider of producing e-marketing materials.

1 .....

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2 .....

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[6]

(d) Evaluate the ways national tourism boards might develop their tourism product portfolio.

..... [9]

[Total: 25]





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