



Cambridge O Level

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL & TOURISM

7096/22

Paper 2 Alternative to Coursework

October/November 2023

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.

(c) Explain **two** benefits to customers of Solo Travellers including links to attractions on their website.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

2 Refer to Fig. 2.1 (Insert), information about walking holidays in Scotland, UK.

(a) (i) Define the term 'seasonality'.

.....
..... [1]

(ii) Identify **three** ways walking holidays have been encouraged in Scotland.

1
.....
2
.....
3
..... [3]

(b) Explain **three** ways a brand image is used to market specialist tourism.

1
.....
.....
.....
2
.....
.....
.....
3
.....
.....
..... [6]

(c) Explain the suitability of the following pricing policies for specialist tour operators:

prestige pricing

.....
.....
.....
.....
.....

market skimming

.....
.....
.....
.....
.....

[6]

3 Refer to Fig. 3.1 (Insert), an advertisement for a multi-centred holiday.

(a) (i) Identify **two** features of Dubai that make it a suitable destination for tourists.

1

2

[2]

(ii) Identify **two** features of Mauritius that make it a suitable destination for tourists.

1

2

[2]

(b) Explain **three** reasons for the appeal of multi-centre holidays.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** benefits to tour operators of using discount pricing.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

4 Refer to Fig. 4.1 (Insert), information about tourism development in Vietnam.

(a) State **four** features of Vietnam that would appeal to adventure tourists.

- 1
- 2
- 3
- 4

[4]

(b) Tourism in Vietnam is at the growth stage of the product life cycle.

Explain **three** features of this stage.

- 1
.....
.....
.....
- 2
.....
.....
.....
- 3
.....
.....
.....

[6]

(c) Explain **two** ways tourism providers in Vietnam can use the information in Fig. 4.1 to plan their marketing campaigns.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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