



Cambridge O Level

CANDIDATE NAME



CENTRE NUMBER

--	--	--	--	--

CANDIDATE NUMBER

--	--	--	--



TRAVEL & TOURISM

7096/22

Paper 2 Managing and Marketing Destinations

October/November 2024

2 hours

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 80.
- 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 **12** pages. Any blank pages are indicated.



1 Refer to Fig. 1.1 (Insert), information about Ireland's Green Button Campaign.

(a) Identify **three** reasons why the Green Button Campaign was launched.

- 1
 -
 - 2
 -
 - 3
 -
- [3]

(b) Explain **two** reasons why timing was important when planning the Green Button Campaign.

- 1
 -
 -
 -
 - 2
 -
 -
 -
- [4]

(c) Explain **two** reasons why public relations are used by travel and tourism organisations.

- 1
 -
 -
 -
 - 2
 -
 -
 -
- [4]

DO NOT WRITE IN THIS MARGIN





2 Refer to Fig. 2.1 (Insert), an advertisement for Barcelona Food Adventures.

(a) Identify **three** features of the food adventure package in Fig. 2.1.

- 1
- 2
- 3 [3]

(b) Explain **two** factors that may affect the pricing policy used by Barcelona Food Adventures.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

(c) Explain **two** reasons why destination branding is important.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

DO NOT WRITE IN THIS MARGIN





3 Refer to Fig. 3.1 (Insert), results of a survey on tourists' choice of accommodation types.

(a) Other than those in Fig. 3.1, state **three** accommodation types used by tourists.

- 1
- 2
- 3 [3]

(b) Explain **two** reasons why tourists choose holiday homes or serviced accommodation.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

(c) Explain **two** reasons why improving infrastructure can create economic benefits for a destination.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

DO NOT WRITE IN THIS MARGIN





4 Refer to Fig. 4.1 (Insert), an advertisement for Sunlight Felipe Beach Resort and Spa in Corfu.

(a) Identify **three** family friendly facilities at Sunlight Felipe Beach Resort.

- 1
- 2
- 3 [3]

(b) Sunlight Felipe Beach Resort is at the growth stage of the product life cycle.

Describe **two** characteristics of the growth stage.

- 1 [4]
- 2 [4]

(c) Explain **two** ways that the availability of staff is important when choosing a location for a resort.

- 1 [4]
- 2 [4]

DO NOT WRITE IN THIS MARGIN





DO NOT WRITE IN THIS MARGIN





BLANK PAGE

DO NOT WRITE IN THIS MARGIN





BLANK PAGE

DO NOT WRITE IN THIS MARGIN

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.

