Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

7863144721

TRAVEL & TOURISM **7096/23**

Paper 2 Managing and Marketing Destinations **October/November 2025**

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.

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1 Refer to Fig. 1.1 (Insert), information about e-bike holidays.

(a) Suggest **three** factors that affect marketing.

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[3]

(b) Explain **two** disadvantages of using retailers to sell an e-bike holiday.

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[4]

(c) Explain **two** ways a tour operator might use special offers as a marketing tool.

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(d) Discuss the advantages to destinations of offering e-bike holidays.

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2 Refer to Fig. 2.1 (Insert), information about 'If you seek', a new marketing campaign for New Zealand.

(a) Suggest **three** tourist types the 'If you seek' campaign is trying to attract.

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[3]

(b) Explain **two** ways the 'If you seek' campaign is likely to empower indigenous communities.

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(c) Explain **two** ways travel and tourism organisations can extend the life cycle of their products.

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(d) Discuss how New Zealand can minimise the negative sociocultural impacts of overtourism.

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3 Refer to Fig. 3.1 (Insert), information about the marketing objectives of Platinum Air.

(a) Other than price bundling, suggest **three** pricing strategies that might be suitable for Platinum Air.

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[3]

(b) Explain **two** reasons why price bundling is a suitable pricing policy for Platinum Air to use.

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(c) Explain **two** reasons why brand image is important to Platinum Air.

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(d) Discuss the role of demographics in travel and tourism marketing.

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4 Refer to Fig. 4.1 (Insert), information about Tropical Tours Samoa.

(a) Suggest **three** ways Tropical Tours Samoa could collect customer feedback.

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[3]

(b) Explain **two** benefits to Tropical Tours Samoa of changing its marketing mix.

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(c) Explain **two** roles of national tourism organisations (NTOs) in managing tourist destinations.

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(d) Discuss the benefits to Tropical Tours Samoa of winning an industry award.

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