



Cambridge O Level

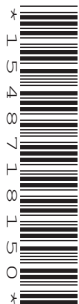
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TRAVEL & TOURISM

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.

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[6]

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

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

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..... [1]

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

1
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2
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3
..... [3]

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

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..... [6]

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

prestige pricing

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market skimming

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[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.

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[6]

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

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[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
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- 2
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[6]

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

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[6]

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