



Cambridge O Level

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TRAVEL & TOURISM

7096/23

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.

1 Refer to Fig. 1.1 (Insert), a PEST analysis of India.

(a) Using the statement numbers from Fig. 1.1 complete the table below. Choose only **one** statement under each heading.

Political	Economic
Social	Technological

[4]

(b) Explain **three** benefits to countries, such as India, of doing a PEST analysis.

1

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2

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3

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[6]

(c) Explain **one** impact of seasonality on each of the following social factors identified by a PEST analysis:

employment

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overcrowding

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[6]

2 Refer to Fig. 2.1 (Insert), information about tourism in Norway.

(a) (i) Define the term 'market segmentation'.

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

(ii) Identify **three** market segments likely to be targeted by Visit Norway.

1
2
3 [3]

(b) Explain **three** marketing functions of national tourist offices, such as Visit Norway.

1
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2
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3
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..... [6]

(c) Explain the suitability of the following methods of promotion for the Nordland Railway:

videos

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sales promotions

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[6]

3 Refer to Fig. 3.1 (Insert), an advertisement for New Zealand Cave Adventures, a specialist tour operator.

(a) Describe **two** pricing policies used in Fig. 3.1.

Policy 1

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Policy 2

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[4]

(b) Explain **three** reasons why promoting products leads to an increase in customer interest.

1

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[6]

(c) Explain **one** advantage and **one** disadvantage of using the internet for advertising tourism products.

Advantage

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Disadvantage.....

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[6]

4 Refer to Fig. 4.1 (Insert), an advertisement for Acindina Resort on the island of Cyprus.

(a) Identify **four** factors that may affect the price of a stay at the Acindina Resort.

- 1
- 2
- 3
- 4

[4]

(b) Explain **three** benefits to customers of using travel agents to book a holiday.

- 1
- 2
- 3

[6]

(c) Explain **two** benefits to the customer of market segmentation.

1

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2

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[6]

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