

Cambridge International Examinations Cambridge Ordinary Level

TRAVEL AND TOURISM

Alternative to Coursework INSERT

7096/23 October/November 2015

2 hours 30 minutes



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This Insert contains all the Figures referred to in the questions.

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Fig. 1 for Question 1

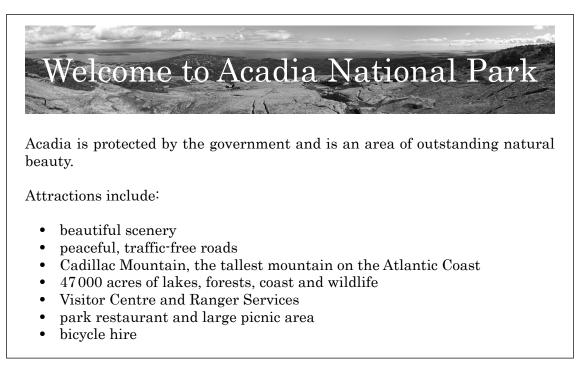


Fig. 1

Fig. 2 for Question 2

Food tourism in the Republic of Ireland

Tourism Ireland is keen to attract more visitors by developing food tourism. The number of British visitors has declined. However, the European market is strong, with many visitors from France and Germany. The growth of this specialised niche market in Ireland is being threatened by Scotland which has a good reputation for its food tourism.

Ireland has a traditional and unique food culture and many tourists currently enjoy Irish cuisine in its hotels, restaurants and cafes. Fast-food outlets are also popular, but these do not serve traditional food. There are opportunities to attract many more people to food and culinary events, conferences and even tours to sample regional speciality dishes. Tourism Ireland has decided to carry out joint marketing meetings with various hospitality and food industry representatives and it is hoped that this will increase visitor awareness and satisfaction.

Fig. 2

Fig. 3 for Question 3

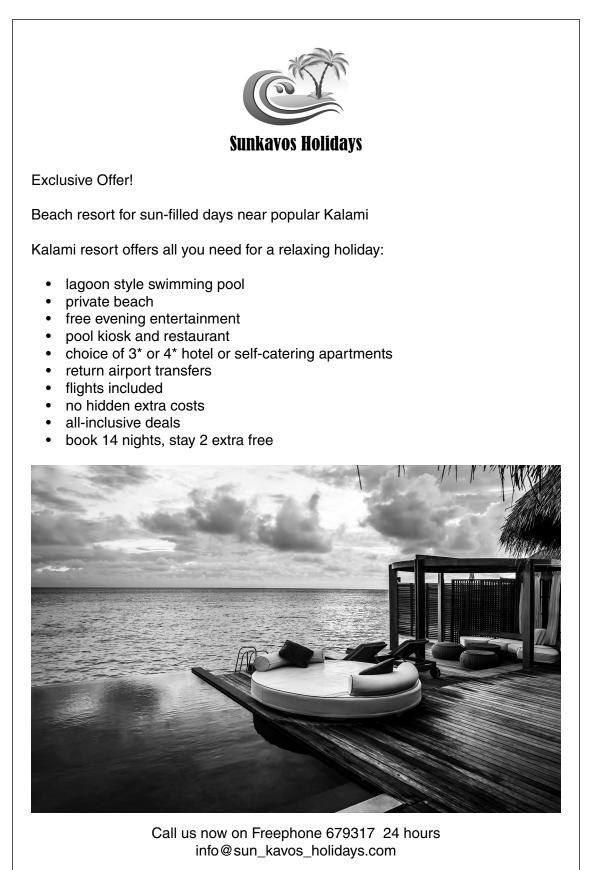


Fig. 3

Fig. 4 for Question 4

A situation analysis of tourism in Queensland

- 1. There is a shortage of a skilled workforce in Queensland.
- 2. The population of Queensland is growing.
- 3. There is an increased demand for specialised holiday experiences.
- 4. Queensland is the preferred holiday destination for Australians because of its beaches, surfing and access to the Great Barrier Reef.
- 5. Global fuel prices are rapidly increasing.
- 6. Queensland is perceived as a safe destination.
- 7. There has been a lack of investment in Queensland in new serviced accommodation.
- 8. Many people are now interested in environmental and sustainable tourism.

Fig. 4

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