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**TRAVEL AND TOURISM**

**7096/22**

Alternative to Coursework

**October/November 2017**

**2 hours 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

**DO NOT WRITE IN ANY BARCODES.**

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

**Question 1**

Refer to Fig. 1 (Insert), a situation analysis of tourism in Fiji, an island in the South Pacific.

**(a)** Identify the following:

**(i)** **two** opportunities for tourism in Fiji

.....  
.....[2]

**(ii)** **two** threats to tourism in Fiji

.....  
.....[2]

**(b)** Other than a situation analysis, describe **three** ways in which the Fiji Tourism Board might assess its position in the market.

1 .....

.....

.....

2 .....

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.....

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3 .....

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.....[6]

(c) Explain **two** reasons why brochures might be a suitable method of promotion for tourism in Fiji.

1 .....

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2 .....

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.....[6]



**Question 2**

Refer to Fig. 2 (Insert), an advertisement for Zambezi Terrace, a hotel in Zambia, a country in Africa.

- (a) Identify **two** distribution channels used by the hotel. For **each** channel give **one** likely reason for its use.

Distribution channel .....

Reason .....

.....

.....

Distribution channel .....

Reason .....

.....

.....[4]

- (b) Give **one** example of a product and **one** example of a service from the travel and tourism industry. Describe the main characteristics of **each** example.

Product .....

Characteristics .....

.....

.....

.....

Service .....

Characteristics .....

.....

.....

.....[6]

(c) The Zambezi Terrace hotel advertisement in Fig. 2 (Insert) uses its unique selling point (USP) to create a brand image.

Identify **two** product features of the Zambezi Terrace hotel which form part of its USP. Explain how **each** feature might attract potential customers.

1 .....

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2 .....

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.....[6]



**Question 3**

Refer to Fig. 3 (Insert), information about cruises on the River Rhine in Germany, a country in western Europe.

(a) State the following:

(i) **two** target markets of cruises on the River Rhine

1 .....

2 ..... [2]

(ii) **two** features of the River Rhine cruise product

1 .....

2 ..... [2]

(b) Explain **three** likely advantages to customers of an all-inclusive package.

1 .....

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2 .....

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.....

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3 .....

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..... [6]



(c) Explain how **each** of the following factors may affect the final price charged to customers of cruises on the River Rhine:

- fixed costs .....  
.....  
.....  
.....  
.....  
.....  
.....
  
  - competitors .....  
.....  
.....  
.....  
.....  
.....  
.....
- .....[6]



**Question 4**

Refer to Fig. 4 (Insert), information about the Torres Hiking Centre, an accommodation provider in Chile, a country in South America.

**(a)** Explain **two** ways in which the Torres Hiking Centre product is suitable for adventure tourists.

1 .....  
.....  
.....  
.....

2 .....  
.....  
.....  
.....[4]

**(b)** Give **three** reasons why marketing and promotion are important to travel and tourism organisations.

1 .....  
.....  
.....  
.....

2 .....  
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.....

3 .....  
.....  
.....  
.....[6]

(c) Explain **two** ways the Torres Hiking Centre could develop its product/service mix.

1 .....

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2 .....

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.....[6]







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