



Cambridge O Level

CANDIDATE NAME



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4970371509

TRAVEL & TOURISM

7096/23

Paper 2 Managing and Marketing Destinations

October/November 2024

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.





1 Refer to Fig. 1.1 (Insert), information about the Malaysia Tourist Promotion Board (MTPB).

(a) Identify **three** types of tourists the MTPB are targeting.

- 1
- 2
- 3 [3]

(b) Explain **two** reasons why the MTPB uses marketing campaigns.

- 1 [4]
- 2 [4]

(c) Explain **one** advantage and **one** disadvantage of using face to face interviews for market research.

- Advantage
- Disadvantage [4]

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2 Refer to Fig. 2.1 (Insert), information about rising accommodation prices in the UK.

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

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

(ii) Suggest **two** negative impacts on destinations of decreasing domestic tourism.

1
.....
2
..... [2]

(b) Explain **two** pricing policies that could be used to improve domestic tourism in the UK.

1
.....
.....
.....
2
.....
.....
..... [4]

(c) Explain **two** benefits of using printed promotional materials.

1
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.....
.....
2
.....
.....
..... [4]

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3 Refer to Fig. 3.1 (Insert), an advertisement for Fortune Suites, serviced accommodation in Tokyo, Japan.

(a) State **three** benefits to tourists of using Fortune Suites serviced accommodation.

1

.....

2

.....

3

.....

[3]

(b) Explain how **each** of the following distribution channels would be suitable for accommodation providers:

direct phone bookings

.....

.....

.....

wholesalers

.....

.....

.....

[4]

(c) Explain **two** ways accommodation providers use promotion to increase their market share.

1

.....

.....

.....

2

.....

.....

.....

[4]

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4 Refer to Fig. 4.1 (Insert), an advertisement for Fansite Sports Travel.

(a) Identify **three** different packages offered by Fansite Sports Travel.

- 1
- 2
- 3 [3]

(b) Describe **two** ways that the sports tourism market may be segmented.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

(c) Explain **two** social factors that affect the demand for sports tourism.

- 1
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- 2
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.....
..... [4]

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