

Question 1

Refer to Fig. 1 (Insert), information about business tourism in Zimbabwe, a country in southern Africa.

(a) (i) Explain, using examples, the term *tourism infrastructure*.

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

(ii) Using only Fig. 1 (Insert), identify **two** countries which compete with Zimbabwe in the business tourism market.

1

2[2]

(b) Explain **three** ways in which investment in Zimbabwe may be used to generate more business tourism.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

.....[6]

(c) Explain **two** reasons why the Rainbow Towers conference venue is suitable for hosting large-scale international events.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

.....[6]

(d) Assess the reasons why many countries further develop their business tourism products and services.

.....[9]

[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about self-drive holidays in New Zealand.

(a) (i) State **two** types of visitor for whom a self-drive campervan holiday in New Zealand would be most suitable.

1

2 [2]

(ii) Explain the term *the shoulder season*.

.....

.....

.....

..... [2]

(b) Explain **three** benefits of a self-drive holiday over an organised coach tour.

1

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

(c) Explain **two** ways through which tourists can get the most out of their self-drive holiday in New Zealand.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

.....[6]

Question 3

Refer to Fig. 3 (Insert), a news article about the changing demand for first class air travel services.

(a) (i) Identify **two** features of Etihad’s The Residence travel accommodation.

1

.....

2

.....[2]

(ii) Explain, using an example, the phrase *high yield business traveller*.

.....

.....

.....

.....[2]

(b) Explain the **three** impacts that the global recession of recent years has had on luxury air travel.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....[6]

(c) Other than through the onboard features offered, explain **two** ways in which airline companies can remain competitive.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

.....[6]

Question 4

Refer to Fig. 4(a) (Insert), information about a river cruise and Fig. 4(b) (Insert), information about trends in the cruise industry.

(a) (i) Identify **two** different components included in the advertised cruise package.

- 1
- 2 [2]

(ii) Explain, using an example, what is meant by the term *check-in service*.

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

(b) Explain **three** reasons for the appeal of the advertised cruise on the River Seine to special interest tourists.

- 1
.....
.....
.....
- 2
.....
.....
.....
- 3
.....
.....
..... [6]

(c) Explain **two** reasons for the increase in the market for luxury cruising.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

.....

[6]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.