
TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2015

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2 hours 30 minutes

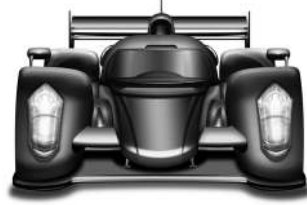
READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.
Anything the candidate writes on this Insert will not be marked.



This document consists of **4** printed pages.

Fig. 1 for Question 1



RACETRACK HOLIDAYS

Racetrack Holidays is a new company which offers packages and tailor-made holidays for people who like to watch motor racing and visit cultural attractions during the same trip. Each year there are racing events across Europe, Asia, Oceania, North and South America. The Formula 1 Grand Prix races often attract an average of 100 000 spectators, many of whom stay overnight. There are already a number of other tour operators specialising in this type of tourism and Racetrack Holidays aims to gain competitive advantage by offering excellent customer service and ease of booking. Each holiday includes travel, accommodation, tickets to the Formula 1 event and at least one other suitable excursion.

Fig. 1

Fig. 2 for Question 2

Mountain tourism in Bosnia

Mountain tourism has been an important reason why tourists have visited Bosnia for many years. Skiing and other winter sports attract many people and there are good quality facilities. In the summer months hiking, paragliding and beautiful scenery are on offer. Visitors will also experience fresh air and unspoilt traditional villages where local food and crafts are for sale.



Most of the visitors to the Bosnian mountains come from neighbouring countries and the most popular activity is skiing. However, neighbouring Slovenia and Croatia are becoming more popular for mountain tourism and visitor numbers to Bosnia have declined.

Fig. 2**Fig. 3 for Question 3**

A situation analysis of tourism in Ethiopia

1. There are nine UNESCO World Heritage sites in Ethiopia.
2. Ethiopian Airways is introducing new scheduled routes to a range of additional cities in Africa.
3. Kenya receives five times more tourists than Ethiopia.
4. There is limited infrastructure in Ethiopia.
5. There is political instability in Ethiopia.
6. The Ethiopian Ministry of Culture and Tourism (EMCT) regularly attends the World Travel Market.
7. There are National Parks in Ethiopia suitable for ecotourism.
8. There is a high crime rate in Ethiopia.

Fig. 3

Fig. 4 for Question 4

Tourism in Madagascar

Madagascar is a country which has much to offer the tourist. It is famous for its wildlife: lemurs, rare birds and exotic plants, such as orchids. Tourism has developed in the last ten years. However, Madagascar has fewer tourists than other islands in the Indian Ocean, such as Mauritius or the Seychelles. There are not many hotels that meet international standards on Madagascar. The majority of tourists are French and tourism is currently low volume, high cost. Few airlines go to Madagascar, which tends to mean that flight prices are high.



Fig. 4

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