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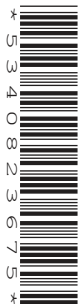
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TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2016

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, highlighters, 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 and **3** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), an advertisement for MaltaGold Holidays, a tour operator.

(a) Using Fig. 1 (Insert), state the following:

(i) **two** examples of promotional pricing.

- 1
- 2 [2]

(ii) **two** examples of a service.

- 1
- 2 [2]

(b) Explain how the following factors might influence the price charged by a tour operator, such as MaltaGold Holidays.

- fixed and variable costs

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- profitability

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- subsidies

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[6]

(c) Explain how the following factors might influence a tour operator, such as MaltaGold Holidays, when producing effective promotional materials:

- stages of the promotional campaign

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- target market segment

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[6]

Question 2

Refer to Fig. 2 (Insert), information about Slovakia Park Zoo. Slovakia is a Central European country.

(a) Using Fig. 2 (Insert), identify the following:

(i) **two** examples of **public relations** used by Slovakia Park Zoo.

1

2 [2]

(ii) **two** target markets which Slovakia Park Zoo aims to attract.

1

2 [2]

(b) Describe **three** marketing and promotion techniques which might be used by tourism providers.

1

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2

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3

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..... [6]

(c) Explain **two** reasons why **billboards** might be a suitable method of promotion for a visitor attraction, such as Slovakia Park Zoo.

1

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2

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[6]

Question 3

Refer to Fig. 3 (Insert), a situation analysis of tourism in Singapore, a city state in Southeast Asia.

(a) Identify and explain from Fig. 3 (Insert), **two** threats to tourism in Singapore.

1

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2

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..... [4]

(b) Describe **three** pricing policies used by hotels to attract customers.

1

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(c) Explain **two** ways in which marketing and promotion of Singapore may lead to an increased market share for the destination.

1

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[6]

Question 4

Refer to Fig. 4 (Insert), information about Bright Star Apartments, an accommodation provider in Europe.

(a) Using Fig. 4 (Insert), identify the following:

(i) **two** reasons for the appeal of the Bright Star Apartment product.

- 1
- 2 [2]

(ii) **two** ways in which the advertisement aims to attract couples.

- 1
- 2 [2]

(b) Explain **three** distribution channels which might be suitable for an accommodation provider.

- 1
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- 2
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- 3
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(c) Explain how an accommodation provider, such as Bright Star Apartments, might use the following aspects of the marketing mix to increase market share:

- promotion

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- product

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[6]

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