



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Ordinary Level

CANDIDATE  
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**TRAVEL AND TOURISM**

**7096/23**

Alternative to Coursework

**October/November 2013**

**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 a soft pencil for any diagrams, graphs or rough working.

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

**DO NOT WRITE IN ANY BARCODES.**

Answer **all** questions.

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**

For  
Examiner's  
Use

Refer to Fig. 1 (Insert), a news item about Rail of India, a tour operator in India.

**(a) (i)** Identify **two** target markets for Rail of India.

1 .....

.....

2 .....

..... [2]

**(ii)** Explain **one** reason why marketing is important to travel and tourism providers, such as Rail of India, when launching a new product.

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..... [2]

**(b)** Explain **one** advantage and **one** disadvantage of market penetration as a suitable pricing policy for the 'Gateway to India' product.

Advantage .....

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Disadvantage .....

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..... [6]

(c) Identify and explain **two** ways in which Rail of India has developed its product to cater for the needs of customers from Japan and Australia.

*For  
Examiner's  
Use*

1 .....

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2 .....

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..... [6]



**TURN OVER FOR QUESTION 2**

**Question 2**

*For  
Examiner's  
Use*

Refer to Fig. 2 (Insert), information about tourism in Bulgaria, a central European country.

- (a) Explain **two** ways in which tourism providers in Bulgaria can use the information from Fig. 2 to plan their marketing campaign for 2013.

1 .....

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2 .....

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..... [4]







**TURN OVER FOR QUESTION 3**



(c) The Skanis Hotel has introduced price bundling for its new family rooms. Explain **one** advantage and **one** disadvantage to **customers** of price bundling.

*For  
Examiner's  
Use*

Advantage .....

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.....  
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Disadvantage .....

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.....  
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.....  
.....

[6]



**Question 4**

Refer to Fig. 4 (Insert), a news item about Windmills of Holland, an important European visitor attraction in Holland.

**(a) (i)** Name **two** primary research techniques which may have been used in order to produce this news item.

1 .....

2 ..... [2]

**(ii)** Give **one** advantage and **one** disadvantage of using primary research data.

Advantage .....

.....

Disadvantage .....

..... [2]

**(b)** Windmills of Holland is at the maturity stage of the product life cycle. Explain **two** ways in which Windmills of Holland could use the characteristics of the maturity stage to plan its marketing campaign.

1 .....

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..... [6]

(c) Explain **three** reasons why brand image may be important to travel and tourism providers, such as Windmills of Holland, when planning effective promotional materials.

*For  
Examiner's  
Use*

1 .....

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2 .....

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3 .....

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..... [6]



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