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| Centre Number | Candidate Number | Name |
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

TRAVEL AND TOURISM

7096/01

Paper 1

Specimen paper for examination from 2005

2 hours

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 in the spaces provided on the Question Paper.
You may use a soft pencil for any diagrams, graphs, or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.

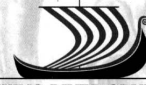
At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **13** printed pages and **3** blank pages.



Question 1



VIKING RIVER CRUISES

Exploring Europe
in Comfort

8/1102

Viking River Cruises The World's Leading River Cruise Line®

WTM London, November 11-14, 2002
Stand EM 3619 "Germany stand" (European and Mediterranean)

Viking River Cruises Becomes Company Name

Effective immediately, Viking River Cruises will absorb KD River Cruises into its corporate structure, making Viking River Cruises the global brand. Concurrently, the company name, "Viking-KD" will be replaced by Viking River Cruises.

New Global Marketing Strategies Highlight 2003 Season

Viking River Cruises has launched a global marketing strategy that will better serve the passengers and travel agents alike. The Los Angeles-based office is responsible for sales and marketing efforts aimed at North America and other English-speaking markets while the Cologne-based office will service all European and other worldwide markets.

Unified Global Brand Image

As evidenced by the 2003 brochures, Viking River Cruises has introduced a more unified brand image that will be used in all sales and marketing materials worldwide. The first brochures to display this "new look" are the U.S. and German versions, which will be followed shortly by brochures for Italy, France and other countries.

All-New Itineraries

For the 2003 season, Viking River Cruises will introduce a number of all-new itineraries.

Those being offered to the U.S. and English-speaking markets include: *Eastern European Odyssey*, a 17-night adventure along the lower Danube River roundtrip from Vienna to the Black Sea; *A Rhine Getaway*, a 5-night cruise from Basel to Amsterdam (or reverse); *Rhine Et Moselle Explorations*, a 12-night program from Amsterdam to Basel (or reverse), stopping at select ports in the Netherlands, Germany, France and Switzerland; and *France's Finest*, the combination of the 7-night Seine cruise and 7-night Rhône cruise offering passengers the best of France.

New itineraries for the global markets include the *Rhine Et Moselle Symphony*, a 7-night cruise roundtrip from Strasbourg to Cochem; *Blue Danube-Black Sea*, a 17-night cruise along the lower Danube roundtrip from Passau to the Black Sea; and *The Tulips Trip*, a 7-night roundtrip from Amsterdam, through Holland and Belgium during the scenic blooming season.

Viking Primadonna Added to Fleet

Beginning in 2003, the 148-passenger *Viking Primadonna* will host cruises on two of the global itineraries, the 7-night Passau-Budapest-Passau and the 17-night Passau-Black Sea-Passau. The first-ever river cruise ship to be built in catamaran style, *Viking Primadonna* joins the Viking River Cruises fleet on a long-term charter with Conti Flussschiffahrt GmbH & Co. KG MS "PRIMADONNA."

Contact:

www.vikingrivercruises.com

Europe / other markets:

Viking River Cruises
Hohe Str. 68-82
D-50667 Köln
Fon: +49 (0) 2 21/25 86-0
Fax : +49 (0) 2 21/25 86-3 02
Martina Dube-Spottke
Marketing Director
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Viking River Cruises
21820 Burbank Boulevard
Woodland Hills, CA 91367
Fon : +1 (818) 2 27-12 34
Fax : +1 (818) 2 27-1237
Julie Rosoff
Director Public Relations
julie@vikingrivers.com

Fig.1

Refer to Fig.1, an information sheet about Viking River Cruises.

(a) Identify **five** rivers used for cruises.

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..... [5]

(b) Suggest reasons why Viking River Cruises has offices in both Europe and the USA.

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..... [4]

(c) Describe **three** ways in which Viking River Cruises is promoting its products to the travel trade.

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..... [6]

(d) Explain **two** features of the services provided on board river cruises that attract cruise passengers.

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..... [2+2]

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Question 2

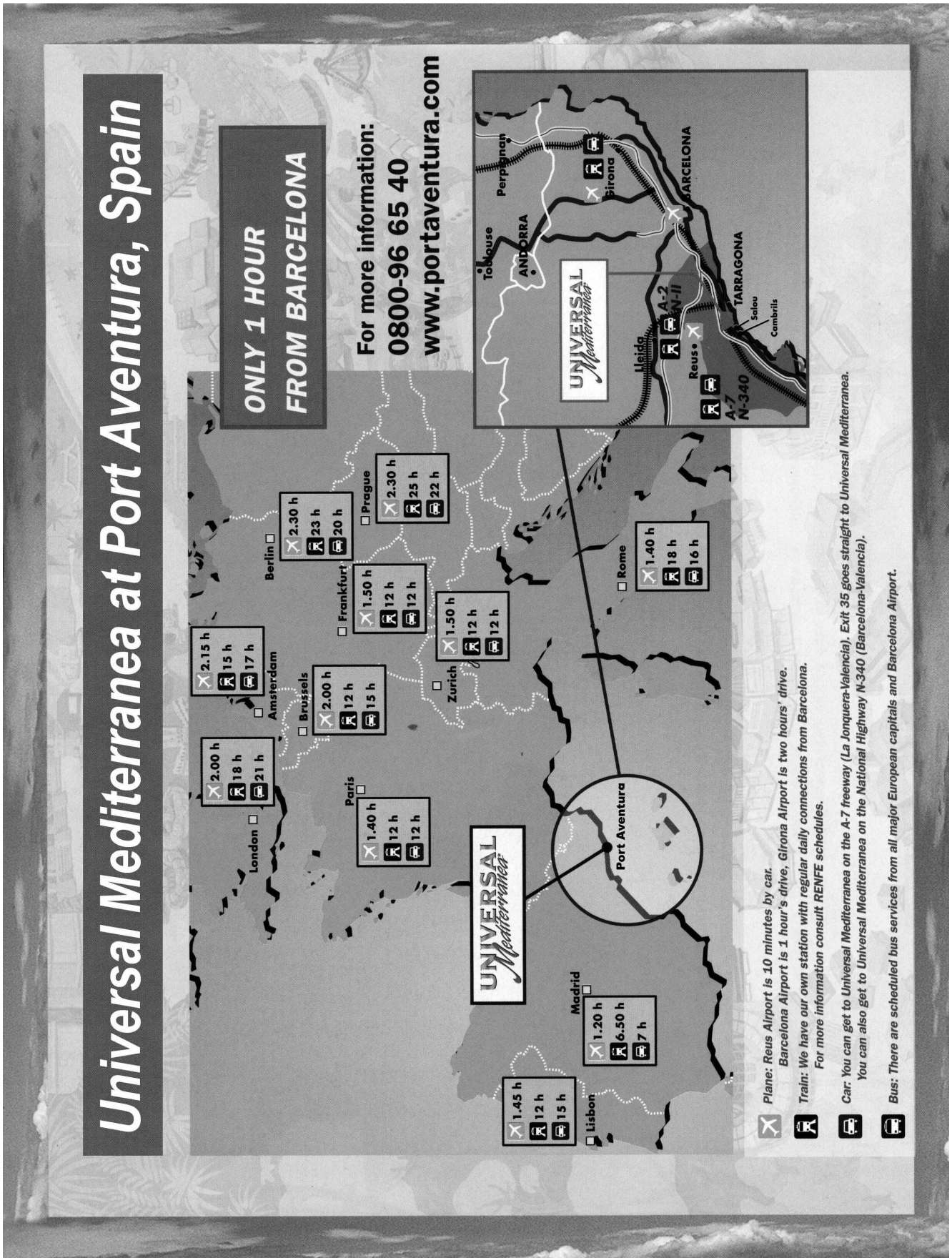


Fig. 2

Refer to Fig. 2, an information sheet about the Universal Mediterranea development at Port Aventura in Spain.

(a) Identify the following journey times to the development:

(i) by rail from Prague

..... [1]

(ii) by road from Rome

..... [1]

(iii) by air from Amsterdam

..... [1]

(b) Name **three** airports directly serving the Port Aventura resort.

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..... [3]

(c) Explain **two** reasons, other than transport, why the Port Aventura resort was developed in this part of Spain.

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..... [2+2]

(d) Suggest **five** features of the theme park at Port Aventura that are likely to be included on their website.

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..... [5]

(e) Explain **two** reasons why theme park tickets can be purchased in advance.

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..... [2+2]

(f) Discuss the **negative** impacts that can result from the development of large attractions such as Universal Mediterranea at Port Aventura.

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Question 3

Singapore

The New Celebrity Hotspot

Gerri Halliwell and Nick Faldo
 During her stay at The Ritz-Carlton Millenia, Gerri met up with fellow guest Nick Faldo who treated her to some top golf tips at The Laguna National Golf and Country Club.

Martine McCutcheon
 Martine recently stayed in The Fullerton, Singapore's newest and most stylish hotel. Its rich heritage, neo-classical architecture and strategic location make it an inspiration to all.

Westlife
 Westlife were amongst some of the high profile stars who performed at the MTV Asia awards hosted by Roman Keating and Mandy Moore at the Singapore Indoor Stadium.

Roman and Yvonne Keating
 The couple dined at Equinox, a restaurant located at the highest vantage point in Singapore with spectacular views of Singapore and the neighbouring countries of Malaysia and Indonesia.

Robbie Williams
 Robbie stayed at the Beaufort Singapore on Sentosa Island and burst into an impromptu song at the hotel bar after his concert.

Mariah Carey
 Mariah fulfilled her childhood dream by swimming with three pink dolphins at Underwater World. It has more than 2,500 marine animals from 250 species.

Nicole Kidman
 Nicole regularly stays at The Gallery Hotel - Singapore's first riverside designer 'hip' hotel. The hotel aims to live up to its name - inside and out - as the entire building serves as a showpiece gallery.

Fatboy Slim
 Along with John Digweed and Sasria, Norman Cook regularly plays at Zouk - Singapore's premier dance club.

Tom Cruise and Penelope Cruz
 The couple stayed at the Four Seasons Hotel for the premier of Vanilla Sky, and the hotel is also favourite of Jude Law and Donatella Versace.

CHANGI AIRPORT

EAST COAST SEAFOOD CENTRE

Raffles Hotel

LITTLE INDIA

ORCHARD ROAD

CHINATOWN

SINGAPORE RIVER QUAYS

CABLE CAR

SENTOSA

BOTANICAL GARDENS

SINGAPORE ZOOLOGICAL GARDENS

JURONG BIRDPARK

SINGAPORE TURF CLUB

NIGHT SAFARI

Live Singapore

Fig. 3

Refer to Fig. 3, a promotional leaflet about Singapore.

(a) Identify **three** named wildlife attractions.

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..... [3]

(b) Identify **three** named leisure attractions.

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..... [3]

(c) Explain **two** ways in which Singapore's hotels are attractive to celebrity guests.

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..... [2+2]

(d) Visitors to Singapore are able to take a 'Night Safari'. Explain the following:

(i) **two** ways in which guests staying at luxury hotels could book this tour

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..... [2]

(ii) what is normally included in such a tour

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..... [3]

(iii) the personal skills that tour guides should possess.

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(e) Explain the variety of products and services that are usually available at large international airports such as Singapore's Changi airport.

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Question 4

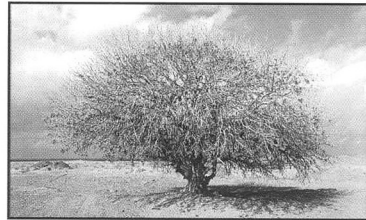
The Hashemite Kingdom of Jordan

Holy Sites

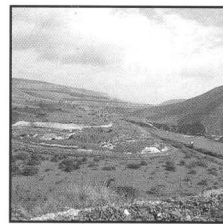
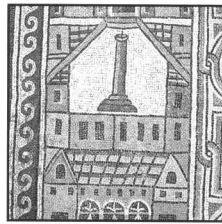
Jordan is part of the Holy Land that gave birth to three of the world's great monotheistic religions. Sites of significance to believers worldwide are preserved here. Many tombs of Prophets and Sahabas (Companions) of Islam are in Jordan as well as shrines and historical sites that have great meaning to all Muslims: Prophet Muhammad's early awareness of his calling through the encounter with the Monk Bahia is traditionally associated with a tree in *As-Safawi* (4G) and also with *Umm ar-Rasas* (6E) (known in Islam as *Mayfa'a*); *Al-Yarmuk* (2D), *Mu'ta* (7D) and *Al-Mazar* (3D, 7D) are important sites of Islam; and near 'Amman is *Kahf al-Raqim*, the Cave of the Sleepers.

Madaba (5D), an archaeological park and the ancient city of mosaics - it has the oldest preserved ancient mosaic map of the holy lands. To the west is *Mount Nebo* (5D), traditionally believed to be the burial place of Prophet Moses. Further south along the Dead Sea is the *Sanctuary of Lot* (7D), the cave to which Lot and his daughters escaped when fleeing the destruction of Sodom. Also, of old and new Testament significance is *Umm ar-Rasas*.

East of the Jordan River, across from the ancient town of Jericho, is *Wadi Kharrar* (5D); it was to this region that Jesus withdrew when the crowds in Jerusalem threatened him. In the south region of Wadi Kharrar is the biblical "*Bethany beyond the Jordan*", known by its Arabic name *al-Maghtas* (5D); it is believed to be the place where John baptized Jesus. Nearby are the ruins of *Bethabara*, a Byzantine church commemorating John the Baptist. Overlooking the Dead Sea is *Mukawir (Machaerus)* (6D), where Herod imprisoned and finally beheaded John the Baptist. Other important Christian sites include *Pella* (3D), the destination of early Christians fleeing the Roman persecution in Jerusalem; *Feinan* (8C), an ancient copper mine where the Romans forced early Christians to work and the miracle of wine in the cathedral of *Jarash* (4D).



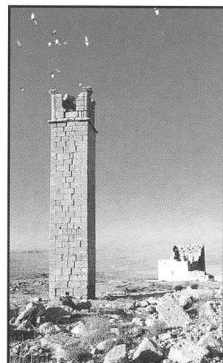
The ancient tree near *as-Safawi* (4G)



Al-Yarmuk (2D)



The River Jordan



Umm ar-Rasas (Mayfa'a) (6E)

Fig. 4

Refer to Fig. 4, an extract from a Jordan visitor leaflet.

(a) Jordan has many historic sites of religious significance. Identify the main appeal of each of the following places to visitors with religious beliefs.

(i) Mount Nebo

..... [1]

(ii) Sanctuary of Lot

..... [1]

(iii) Al Maghtas

..... [1]

(iv) Mukawir

..... [1]

(b) Religious sites often contain places for prayer or religious services.

(i) Describe **three** ways in which tourists may disturb religious activities.

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..... [6]

(ii) Explain **two** ways in which historic religious sites can manage their visitor arrivals.

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..... [3+3]

(c) Identify **three** international religious sites other than those in Jordan.

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..... [3]

(d) Explain how tour operators put together packages that allow clients to visit more than one destination.

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Copyright Acknowledgements:

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- Question 2. © Universal Studios Port Aventura.
- Question 3. © Singapore Tourism Board.
- Question 4. © Jordan Tourism Board

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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Specimen for 2005

GCE O LEVEL

MARK SCHEME

MAXIMUM MARK: 100

SYLLABUS/COMPONENT: 7096/01

**TRAVEL AND TOURISM
Paper 1**



| | | | |
|--------|--------------------|----------|-------|
| Page 1 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 1 |

| Q. No. | Expected Answer / Marks available | Mark | A.O. |
|--------|--|------|----------------|
| 1 (a) | All of the five rivers mentioned, one mark for each: <ul style="list-style-type: none"> • Rhine • Danube • Moselle • Rhone • Seine <p style="text-align: right;">(5x1)</p> | 5 | B1(a) D4(b) |
| (b) | Look for at least two reasons with some amplification about both aspects for 2 marks each or 4 briefer explanatory statements, one mark for each. Correct ideas include: <ul style="list-style-type: none"> • Main tourism generators – most demand • Euro and Dollar – main world currencies • Likely markets – cultural & heritage tours • Media channels – effective promotion <p style="text-align: right;">(2x2 or 4x1)</p> | 4 | A3(b) D4(b) |
| (c) | Any 3 aspects mentioned, one mark for each and a second mark to be awarded for some development including: <ul style="list-style-type: none"> • World Travel Market – access to potential customers • New global marketing strategy – to increase sales • Re-branding – new promotional opportunities • New brochures for 2003 season • Target markets <p style="text-align: right;">(3x2)</p> | 6 | C5(a) |
| (d) | Accept any 2 appropriate aspects for one mark each with the second mark being awarded for an explanatory comment for each. Valid aspects include: <ul style="list-style-type: none"> • All-inclusive – excellent cuisine • Leisure options – entertainment, sport etc. • High crew-passenger ratio – attentive service • Various ancillary services – tours arranged <p style="text-align: right;">(2x2)</p> | 4 | D1(a) D1(c) |
| (e) | <u>Use level of response criteria</u> Candidates are invited to consider the visiting of remote destinations and thus to explain the appeal of such destinations. Level 1 (1-2 marks) – will be descriptive of some locations but will offer little reasoning. Credit can be given for product characteristics. Credit the smaller Caribbean Islands but Jamaica is not really that remote. Level 2 (3-4 marks) - will have some better examples and the idea of wilderness will be mentioned in the context of either special interest/eco-tourism etc. e.g. Alaska, Norwegian Fiords, Chile, Antarctica. Level 3 (5-6 marks) – will appreciate that high spending customers wish to escape 'mass tourism' locations and will be quite willing to visit exotic, unaltered destinations in comparative cruise ship luxury. | 6 | B4(a) B4(c) |

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|--------|--------------------|----------|-------|
| Page 2 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 1 |

| Q. No. | Expected Answer / Marks available | Mark | A.O. |
|---|--|----------------------------------|----------------|
| 2 | (a) (i) 25 hours (1) | 1 | C4(a) |
| | (ii) 16 hours (1) | 1 | C4(a) |
| | (iii) 2.15 hours (allows + 10 mins) (1) | 1 | C4(a) |
| | (b) Reus, Barcelona and Girona – one mark for each (3x1) | 3 | B1(b) |
| | (c) Look for 2 reasons, one mark for each, and award the second mark for an appropriate explanatory comment for each. Correct ideas will include: <ul style="list-style-type: none"> • In the middle of established holiday area – Costas • Near Barcelona – important short break destination • Market potential – access to 150 million+ • Climate – year round season (2x2) | 4 | B3(c) A4(b) |
| | (d) Credit any five appropriate aspects, one mark for each, such as: <ul style="list-style-type: none"> • Accommodation • Attractions • Facilities e.g. restaurants • Leisure opportunities e.g. watersports • Map or plan • Booking procedures (5x1) | 5 | D1(a) |
| (e) Award one mark for each reason and a second mark for an explanatory comment about each. Examples include: <ul style="list-style-type: none"> • So park can monitor sales – fluid pricing • Crowd control – monitor numbers • Sales through agents – wider distribution • Customer service – saves having to queue (2x2) | 4 | D2(b) | |
| (f) Any negative impacts – most will opt for environmental but economic, social and cultural are valid and will be mentioned by better candidates. <u>Use level of response criteria</u> Level 1 (1-2 marks) – will be descriptive and for a list of impacts award only 2 max. Level 2 (3-4 marks) – will have at least two valid impacts treated in some depth e.g. congestion, urban sprawl, water issues, garbage and waste disposal. Level 3 (5-6 marks) – will see that large resort complexes generate a variety of impacts. Look for 3 examples, one of which should be non-environmental such as profits going overseas, mainly casual employment for locals etc. | 6 | A2(a) A2(b) A2(c) A2(d) | |

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|--------|--------------------|----------|-------|
| Page 3 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 1 |

| Q. No. | Expected Answer / Marks available | Mark | A.O. |
|---------|--|------|----------------|
| 3 (a) | Award one mark for each of 3 correct examples from: <ul style="list-style-type: none"> • Underwater World • Singapore Zoo • Jurong Birdpark • Night Safari (3x1) • Botanical Gardens can be credited (not in 3(b) also) | 3 | C4(a) |
| (b) | Award one mark for each of 3 correct examples from: <ul style="list-style-type: none"> • Laguna Golf & Country Club • Singapore Indoor Stadium • Equinox • Zouk • Turf Club • Cable Car • Seafood Centre • Raffles Hotel (3x1) | 3 | C4(a) D1(a) |
| (c) | Credit two explanatory statements, with up to one development mark for each, based on ideas such as: <ul style="list-style-type: none"> • Singapore's newest, stylish hotel (Fullerton) • Strategic locations, convenience and accessibility • Singapore's first riverside designer 'hip' hotel • International celebrity spotting etc. (2x2) | 4 | D3(b) |
| (d) (i) | Look for 2 statements or one idea in luxury hotel context with development. Valid aspects include: <ul style="list-style-type: none"> • Visitor service/tour desk • Concierge makes arrangements • Phone tour operator direct • Credit idea of personal service (2x1) | 2 | C3(a) D1(a) |
| (ii) | Look for 3 aspects of the tour, one mark for each, such as: <ul style="list-style-type: none"> • Collect from hotel • Transport to site and join group for safari • Overnight stay (but no accommodation as such) • Viewing wildlife with guide • Return hotel (3x1) | 3 | D2(a) |
| (iii) | Credit any valid characteristics if clearly stated but only 1 mark per point if given as a list: <ul style="list-style-type: none"> • Foreign language - overseas visitors • Product knowledge - to answer questions • Trained - to Blue Badge equivalent • First Aid - health and safety • Good interpersonal skills etc. (4x1 or 2x2) | 4 | C2(a) |

| | | | |
|--------|--------------------|----------|-------|
| Page 4 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 1 |

| Q. No. | Expected Answer / Marks available | Mark | A.O. |
|--------|---|---------------------------------|--|
| (e) | <p><i>Use level of response criteria</i></p> <p>The key is large international airport and variety. Large numbers of passengers fall into leisure, business and VFR and mention should be made of their differing requirements for Level 3.</p> <p>Level 1 (1-2 marks) will tend to list products and services with little attempt at explanation. A named case study may be awarded 3 if accurate.</p> <p>Level 2 (3-4 marks) will link particular products and services with traveller needs e.g. transport, hotels, shops, TIC etc.</p> <p>Level 3 (5-6 marks) will point out that certain products and services are targeted at key visitors and will offer appropriate illustration of leisure versus business needs.</p> | 6 | D3(b) D3(c) |
| 4 | <p>(a) (i) Burial place of Moses</p> <p>(ii) Cave to where Lot and daughters escaped.</p> <p>(iii) Place where John baptized Jesus.</p> <p>(iv) Place where Herod beheaded John the Baptist.</p> <p>(b) (i) This can be set in any place of worship context and one mark is to be awarded for the correct identification of each of three conflicts and a second mark awarded for some appropriate amplification of each. Credit all valid ideas such as:</p> <ul style="list-style-type: none"> • Taking pictures during services – distraction etc. • Improper dress – offends locals • Visitor arrivals – congestion at service times • Tourist mentality – contrasts with devotions • Talking – disturbs prayer etc. (3x2) <p>(ii) Award one mark for each of 2 correct methods and up to a further 2 marks for a developed explanation of each. Valid ideas will include:</p> <ul style="list-style-type: none"> • Coach parties booked in advance – manages numbers and avoids congestion and service disruption • Use of guides – keeps party under control and prevents noise and damage etc. • Signage – provides information and instruction • Cordon off area e.g. altar to prevent damage and distraction to worshippers (3+3) <p>(c) Credit all valid suggestions for one mark each, such as: Rome/St Peters, Bethlehem/Church of Nativity, Kairouan in Tunisia/Great Mosque, Turin Cathedral/Shroud etc.</p> | 1 1 1 1 6 6 3 | B4(b) B4(b) B4(b) B4(b) A2(d) C1(c) B3(a) B4(a) |

| | | | |
|--------|--------------------|----------|-------|
| Page 5 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 1 |

| Q. No. | Expected Answer / Marks available | Mark | A.O. |
|--------|--|------|-------|
| (d) | <p><u>Use level of response criteria</u></p> <p>This is quite specific and simply requires candidates to explain how a multi-centre package will be put together. Level 1 (1-2 marks) will correctly itemise the components of the package i.e. transport, transfer, accommodation and meal plan, transfer, transport, other destination(s), transfer, accommodation and transport home.</p> <p>Level 2 (3-4 marks) will take this above the simple and mention the operator negotiation rates and creating a profit margin as well as dealing with different providers to create a specific product.</p> <p>Level 3 (5-6 marks) will talk about the nature of the product in more detail and may well mention variations such as choice of flights, care hire, flexible stays etc. and use industry terminology accurately and appropriately.</p> | 6 | D2(a) |

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| Centre Number | Candidate Number | Name |
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

TRAVEL AND TOURISM

7096/02

Paper 2

Specimen paper for examination from 2005

2 hours and 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 in the spaces provided on the Question Paper.
You may use a soft pencil for any diagrams, graphs, music or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.

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 **12** printed pages.



Question 1

From a recent investigation of its tourism provision, Pushkin City Administration in Russia has published a 10-year tourism strategy. One of the main objectives of this strategy is to develop an advertising campaign for Pushkin.

(a) Give **two** reasons why advertising tourist facilities within the city is important.

Reason 1

.....

Reason 2

..... [2]

(b) WTO (World Tourism Organisation) statistics show that Russia currently generates only 1.5% of world tourism.

(i) Consumer spending and employment figures are used to help calculate the contribution of tourism to a country's economy. Identify the *type* of research data used in these calculations.

..... [1]

(ii) Give **two** examples of how Pushkin could identify its competitors.

Example 1

.....

Example 2

..... [2]

(c) Pushkin City Administration used a full situation analysis to identify strengths, weaknesses, opportunities and threats within its tourism provision, as in the statements below.

- A** Pushkin's closeness to St Petersburg makes it a destination more suited to day visits than an overnight stay.
- B** The University has the potential to be a centre of expertise and research for the Russian Tourism industry.
- C** World-class palaces, parks and architecture exist.
- D** Most signs and printed materials are in Russian, causing language barriers for international visitors.
- E** Not all shops in the city accept credit cards.
- F** The existing calendar of events needs extending to include off-peak attractions.
- G** Proximity to St Petersburg's Pulkovo airport with good public transport links.
- H** Political / economic situation may discourage visitors from abroad.

Place the letter of each statement under the correct heading within the table below.

| | |
|---------------|------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

[8]

Question 2

- (a) (i) Give **two** examples of demographic segmentation commonly used by Travel and Tourism providers to identify specific target markets.

Example 1

Example 2 [2]

- (ii) Describe how socio-economic characteristics may be used to target specific travel and tourism customers.

.....

 [2]

- (iii) Define the term 'psychographic segmentation'.

.....

 [1]

- (b) Low-cost budget airlines are gaining in popularity over short-haul scheduled airlines, according to the results of a recent survey.

- (i) Identify **two** features of the product offered by a low-cost budget airline.

.....
 [2]

- (ii) At which stage of the product life cycle would you place low-cost budget airlines? Give a reason for your choice.

Stage

Reason

..... [2]

Question 3

Advertising is an important part of the marketing process for travel and tourism providers.

(a) Put the following stages of an advertising campaign into the correct sequence.

| | | |
|----------------|----------|------------|
| Implementation | | Evaluation |
| | Research | |
| Preparation | | Planning |

1.
2.
3.
4.
5. [5]

(b) (i) Which stage would involve finding out about customers' buying habits and competitors' activities?

..... [1]

(ii) Which stage would include choosing promotional methods and media, as well as setting the advertising budget?

..... [1]

(iii) Give **two** purposes of the evaluation stage.

Purpose 1

Purpose 2 [2]

(c) Describe how a travel and tourism provider uses the AIDA principle to create effective promotional materials.

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[4]

(d) Explain the advantage of 'public relations' as a promotional tool for Tour Operators.

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[6]

Question 4

In recent years, acts of international terrorism have affected tourism trends worldwide. Before the Autumn 2002 bombing, Bali was a popular island destination attracting large numbers of UK and Australasian tourists. The World Travel Market responded to the terrorist attack on Bali by publishing a special report in November 2002 on the destination and proposed changes to the pricing policies used for its travel and tourism products.

- (a) Identify factors about Bali's location that contribute to its popularity as a tourist destination.

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- (b) (i) Identify the pricing policy that tour operators were using in Bali prior to the incident in 2002.

..... [1]

- (ii) Give **two** reasons for your choice.

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

- (c) (i) Choose **two** alternative pricing policies that tour operators might consider to overcome tourists' initial reaction to stay away from destinations following such attacks.

Choice 1
Choice 2 [2]

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Specimen for 2005

GCE O LEVEL

MARK SCHEME

MAXIMUM MARK: 100

SYLLABUS/COMPONENT: 7096/02

**TRAVEL AND TOURISM
Paper 2**



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|--------|--------------------|----------|-------|
| Page 2 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 2 |

| Q. No. | Expected Answer/Marks available | Mark | A.O. |
|-----------|---|---------------------------------|---------------------------------|
| 1 (a) | Any 2 from: to increase customer awareness; to create a positive image of the city; to stimulate greater demand; to increase usage and therefore profitability; to improve competitive advantage over other tourist areas. (2x1) | max 2 | A1(a) |
| (b) (i) | Quantitative; (accept external secondary sources) (1) | 1 | A2(a) |
| (b) (ii) | Any 2 from: Primary Research methods; customer questionnaires; exit interviews; telephone surveys (2x1) | max 2 | A2(a) |
| (c) | Strengths: C, G; Weaknesses D, E (Could accept A here too, rather than as a threat)' Opportunities: B, F; Threats: A, H (8x1) | max 8 | A2(b) |
| (d) (i) | D - image of crime and poverty (1) | 1 | A2(b) |
| (d) (ii) | A - updating information systems (1) | 1 | A2(b) |
| (d) (iii) | C - Federal support for strategy (1) | 1 | A2(b) |
| (d) (iv) | B - Group tours spend 2 hours in city (1) | 1 | A2(b) |
| (e) | <u>Use level of response criteria</u> Level 1(0-3 marks) – response identifies basic differences between two models (product-led – development of tourist facilities and infrastructure rather than market-focused – tourism development linked closely to type of visitor and their needs) Little or no attempt to refer to Pushkin. Level 2 (4-6 marks) – response describes the significant differences between the two models (as above) and begins to examine Pushkin — tourism providers likely to work in isolation with their product rather than join initiatives providing wider benefit. Level 3 (7-8 marks) – a fuller response, examining all aspects of maximising economic benefits of tourism, looking at competition and aiming for total customer satisfaction. Market focus allows closer monitoring/evaluation therefore more likely to lead to long-term success than pure product focus. | 0 - 3 4 - 6 7 - 8 | A1(a) B2(a) C2(c) |

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|--------|--------------------|----------|-------|
| Page 3 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 2 |

| Q. No. | Expected Answer/Marks available | Mark | A.O. |
|--------|---|-------------------------|-------|
| 2 | (a) (i) Any 2 from: gender; age; household composition; occupation; educational background; ethnicity; work status (2x1) | max 2 | B1(a) |
| | (ii) e.g. use information about income levels to develop differentiated travel products targeted at specific price brackets – budget fares; economy fares; business class fares and first class fares (1x2) | max 2 | B1(a) |
| | (iii) Using lifestyle characteristics to identify target markets (1) | 1 | B1(a) |
| | (b) (i) Any 2 from: reduced cost seats on smaller planes; short haul flights; limited range of destinations; limited on-board catering; limited baggage allowance; airports often away from city centre locations (2x1) | max 2 | C1(a) |
| | (ii) Growth – still gaining popularity. (1x2) | max 2 | C2(a) |
| | (c) Identification of any type of customer or any four characteristics from: independent travellers; families; frequent flyers; VFR tourists; lower levels of disposable income; regular short haul business trips; people who do not mind making own transfer arrangements; (4 x 1 for each identification, or 2x2 for identification with explanation). | max 4 | B2(a) |
| | (d) <u>Use level of response criteria</u> Level 1(0-2 marks) – basic list of distribution channels to include some from direct selling, telephone sales, Internet, but does not consider the wider implications of using new technologies. Level 2 (3-4 marks) - more extended answer, examining the benefits of 24-hour technologies from either a customer's point of view or an organisation's, therefore reaching wider international audience. Level 3 (5-6 marks) – fuller response looking at wide range of distribution channels and their advantages to both the customer and the airlines - disadvantage of having to promote company to raise awareness if direct selling methods are employed; advantage of having no middleman to whom to pay commission. | 0 - 2 3 - 4 5 - 6 | E2(a) |
| | (e) <u>Use level of response criteria</u> Level 1(0-2 marks) – only a basic understanding of branding demonstrated- and not necessarily linked to specific low cost budget airlines. Level 2 (3-4 marks) – more extended answer, examining the association of low cost name and image with product features and targeting specific market segment. Level 3 (5-6 marks) – fuller response looking at wide range of issues associated with brand and demonstrating good understanding that brand association can increase market share through customer loyalty, repeat business etc. | 0 - 2 3 - 4 5 - 6 | E2(a) |

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| Page 4 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 2 |

| Q. No. | Expected Answer/Marks available | Mark | A.O. |
|-----------|--|---------------------------------|----------------|
| 3 (a) | Correct sequence is: research; planning; preparation; implementation; evaluation (5x1) | max 5 | F1(a) F2(a) |
| (b) (i) | Research (1) | 1 | F1(a) |
| (b) (ii) | Planning (1) | 1 | F1(a) |
| (b) (iii) | Any 2 from: to ascertain whether the campaign raised awareness; to check whether sales increased as a result of the campaign; to monitor number of new customers or repeat customers; to check that budgets were adhered to; to assess whether the company/product image has improved as a result of the campaign; to identify future improvements; to check how successful the campaign has been. (2x1) | max 2 | F1(a) F2(a) |
| (c) | A= Attract attention - pictures, bold writing etc. I= Interest - something different, informative, relevant to target audience. D= Desire – emphasise the pleasure and enjoyment linked to product to make the customer want to buy. A= Action - make it easy for the customer to be able to respond - reply coupon, phone number, web address, freepost, - spontaneity is important - the impulse reaction. (4x1) | max 4 | F2(a) |
| (d) | <u>Use level of response criteria</u> Level 1 (0-2 marks) - response demonstrates limited understanding of the concept of public relations - makes brief reference to printed media, but not specific to question. Level 2 (3-4 marks) - good understanding of the concept of PR demonstrated and makes attempt to relate to question looking at the general advantages - might not be specific to tour operations. Level 3 (5-6 marks) - fuller response looking at whole range of benefits of PR to tour operator - i.e. free publicity through press releases, TV coverage in return for trade sampling of the product. | 0 - 2 3 - 4 5 - 6 | F1(a) |
| (e) | <u>Use level of response criteria</u> Level 1(0-2 marks) - response demonstrates limited understanding of the concept of direct marketing - reference to printed media, but not specific to question. Level 2 (3-4 marks) – good understanding of the concept of direct marketing demonstrated and makes attempt to relate to question looking at the general costs and benefits – might not be specific to hotel chain. Level 3 (5-6 marks) – fuller response looking at whole range of costs and benefits of direct marketing to hotel chain – i.e. wide target audience can be reached, but relatively expensive to send if no response is received; general response rate =<30% | 0 - 2 3 - 4 5 - 6 | F1(a) |

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| Page 5 | Mark Scheme | Syllabus | Paper |
| | TRAVEL AND TOURISM | 7096 | 2 |

| Q. No. | Expected Answer / Marks available | Mark | A.O. |
|---------|---|---------------------------------|----------------|
| 4 (a) | Any 6 locational features or factors: island location; climate; beaches; resort complexes; exotic location; culture of area; other tourist facilities; landscape features. (6x1) | max 6 | E1(a) |
| (b) (i) | Accept any from: Prestige pricing; All-inclusive pricing; Variable pricing. (1) | 1 | D1(a) |
| (ii) | Depends on choice of policy in part i) – any 2 justified reasons linked specifically to the characteristics of chosen policy e.g. prestige pricing – to project luxury image; to reflect quality of product offered etc. (2x1) | max 2 | D1(a) |
| (c) (i) | Any 2 from: loss leader pricing; discount pricing; promotional pricing or special offers; going rate. (1x2) | max 2 | D1(a) |
| (ii) | Likely to include: attracting customers back to area of perceived mistrust and danger; high level of reduction to entice different target market from original customer base to try to overcome plummet in sales, huge numbers of cancellations and companies making huge losses. <u>Use level of response criteria</u> Level (0-2 marks) – response demonstrates limited understanding of immediate impact of terrorist attack on sales and the need for tourism providers to react with price amendments. Level 2 (3-4 marks) – more understanding of issues demonstrated and some consideration of how reduced prices may stimulate renewed demand. Level 3 (5-6 marks) – good understanding of need for immediate action by tourism providers to prevent loss of business, including recognition of appealing to different market segments to attract business. | 0 - 2 3 - 4 5 - 6 | D1(a) |
| (iii) | Likely to include: need to redress the balance to re-establish stability within market; unrealistic to expect mistrust to last permanently – consumer confidence renewed means need to re-establish market and prices accordingly. <u>Use level of response criteria</u> Level (0-3 marks) – response demonstrates limited understanding of long-term impact on sales and the need for tourism providers to react with gradual price increases back towards original levels. Level 2 (4-6 marks) – more understanding of issues demonstrated and some consideration of how renewed demand will impact on price increases and return to original pricing policies. Level 3 (7-8 marks) – good understanding of need for gradual changes over the long-term by tourism providers to respond to changes in demand. | 0 - 3 4 - 6 7 - 8 | D1(a) D2(a) |

