



Cambridge O Level

TRAVEL & TOURISM

7096/02

Paper 2 Managing and Marketing Destinations

For examination from 2024

SPECIMEN INSERT

2 hours


INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.




This document has **4** pages.

Fig. 1.1 for Question 1



Costa Rica



San José, the capital of Costa Rica, is one of the top 10 most frequently chosen Central American destinations for meetings and events. This is because of its central location and good infrastructure. In 2020, San José was awarded Latin America’s best MICE destination.

Costa Rica is accessible via two main international airports, San José and Guanacaste Province, which are within easy reach of major gateway cities.

The \$35 million convention centre in San José has a large main hall, six conference centres, six meeting rooms, a business centre and a VIP lounge. The national tourism organisation has taken steps to increase participation in trade fairs and is hiring consultants to support international business tourists.

The Costa Rican wildlife, volcanoes and rainforests are some of the many appealing features of this top MICE destination. Costa Rica has luxurious beachside accommodation and modern conference venues to host a variety of events. Hiking, white-water rafting and excellent golf courses provide opportunities for team building and entertaining guests.

Fig. 2.1 for Question 2

SWOT analysis of tourism in India

- 1 Increase in government spending on promoting tourism.
- 2 Issues of safety and security.
- 3 Increase in demand for yoga and spiritual tourism.
- 4 Many holiday destinations.
- 5 Limited connectivity in some areas.
- 6 Threat of terrorist attacks.
- 7 Poor infrastructure and facilities.
- 8 Less expensive than some other countries.
- 9 Negative perception about the security of women.
- 10 Strong competition from tourism destinations nearby, such as Sri Lanka and Nepal.

Fig. 3.1 for Question 3



Tour Italy's religious sites with Tourshrines

See Italy's most inspirational religious sites and relics on a journey through the beautiful scenery and lively cities of Italy.

Your tour will start in Rome, and then you will travel to Assisi, Florence, Campania and Montecassino, before finally returning to Rome on day five.

Included in your package:

- expert guides
- 4* hotel accommodation
- breakfast and dinner each day
- transport on the tour.

Flights to Italy are not included but can be arranged. For enquires or to book your tour, email: info@tourshrines.com, tel: +61 565 3322 3322.

Fig. 4.1 for Question 4

Inbound tourists to the UK

The table shows the number of inbound tourists to the UK and their reasons for visiting from 2017 to 2019.

| Year | Holiday (millions) | Business (millions) | Visiting friends and relatives (VFR) (millions) |
|------|--------------------|---------------------|---|
| 2017 | 16.6 | 8.9 | 12.2 |
| 2018 | 16.3 | 8.8 | 12.3 |
| 2019 | 16.9 | 8.7 | 12.4 |

The statistics show that there has been an increase in visits for holidays and for VFR but a decrease in visits for business.

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