



Cambridge O Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL & TOURISM

7096/02

Paper 2 Managing and Marketing Destinations

For examination from 2024

SPECIMEN PAPER

2 hours

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 80.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **10** pages.

1 Refer to Fig. 1.1 (Insert), information about business tourism in Costa Rica.

(a) (i) Define the term 'business tourism'.

..... [1]

(ii) Identify **three** characteristics of Costa Rica that make it a good destination for business tourism.

1

2

3

[3]

(b) Describe **two** ways national tourism organisations (NTOs) help to market MICE destinations.

1

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2

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[4]

(c) Explain **one** way that increasing participation in trade fairs will increase the number of business tourists coming to Costa Rica.

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[3]

2 Refer to Fig. 2.1 (Insert), a SWOT analysis of tourism in India.

(a) Using the statement numbers in Fig. 2.1, complete Table 2.1. Choose only **one** statement number under each heading.

Strength	Weakness
Opportunity	Threat

Table 2.1

[4]

(b) Suggest **three** ways the Indian Ministry of Tourism can manage the issue of overtourism.

- 1
-
- 2
-
- 3
-

[3]

(c) Explain **two** reasons why brochures might be a suitable method of promotion for destinations.

- 1.....
-
-
-
- 2
-
-
-

[4]

3 Refer to Fig. 3.1 (Insert), an advertisement for Tourshrines, a tour operator.

(a) (i) Identify **two** possible target markets of Tourshrines.

1

2

[2]

(ii) Identify **one** component of the advertised tour package.

.....

.....[1]

(b) Describe **two** ways Tourshrines could help to protect religious sites against damage caused by tourists.

1

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2

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[4]

(c) Explain **two** benefits to customers of booking a package tour rather than booking the tour independently.

1

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2

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.....

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[4]

4 Refer to Fig. 4.1 (Insert), a table showing the number of inbound tourists to the UK.

(a) Suggest **three** types of primary research used to gather information on inbound tourists.

- 1
- 2
- 3 [3]

(b) State **two** reasons why tourism organisations carry out market research.

- 1
- 2 [2]

(c) Discuss **two** ways hotels could adapt their products to increase the number of business tourists.

- 1.....
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 - 2
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- [6]

