

CANDIDATE
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TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2019

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

(c) Explain **two** likely aims of the Seoul Convention Bureau (SCB) in marketing business tourism in the city.

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[6]

2 Refer to Fig. 2.1 (Insert), an advertisement for FIT travelcom, a US tour operator specialising in packages for independent travellers.

(a) (i) Describe, using an example, what is meant by the term 'independent traveller'.

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..... [2]

(ii) Identify **two** components of an independent package offered by FIT travelcom.

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(b) Explain **three** factors affecting the final price FIT travelcom's customers will pay.

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(c) Explain the suitability of **two** methods of promotion used to generate interest in independent holiday packages.

Method

Suitability

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Method

Suitability

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(c) Explain **two** pricing policies that might have been used to determine the prices charged for using the Departure Beach.

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(c) Explain **two** ways airlines can use public relations to generate more sales.

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[6]

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