



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM

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Alternative to Coursework

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INSERT

2 hours 30 minutes



READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.
Anything the candidate writes on this Insert will not be marked.

This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

Sri Lanka – Wonder of Asia

As part of the Wonder of Asia marketing campaign, the Sri Lanka Tourism Promotion Bureau (SLTPB) organises familiarisation tours for trade partners in key source markets, including a recent trip for retail travel agencies from Germany. Air tickets for the representatives from 10 travel agencies were sponsored by one of the inbound airlines serving Colombo's Bandaranaike International Airport. Colombo is the capital of Sri Lanka.

During the four-day tour, a partnership workshop was conducted with representatives from the local tourism industry, to highlight the opportunity of presenting Sri Lankan tourism products to these key retail travel agencies from Germany.

SLTPB also uses electronic media to promote the country as a travel destination, with regular posts to several social media platforms.

Fig. 1

Fig. 2 for Question 2

EGYPTIAN DUO HOLIDAYS

Egyptian Nile Cruise and Dive in Hurghada

14-night special package.

Combine a 7-night cruise on the River Nile with a 7-night diving holiday in Hurghada.

Our River Nile cruise boats offer luxury accommodation with warm, friendly service ideal for a first-time cruise experience. Combine this with a stay in a 5-star hotel in the town of Hurghada with its beautiful beaches and colourful coral reefs. This modern resort offers a range of facilities including bars, restaurants, shops as well as a choice of licensed diving activity operators.



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from \$4000 pp (USD)
Off-peak discounts
Special rates
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Fig. 2

Fig. 3 for Question 3**A new marketing strategy for Iceland**

The creation of a long-term marketing strategy for the tourism industry is considered key to enhancing Iceland's international competitiveness, its market position and the economic contribution of tourism to Iceland's GDP. Promote Iceland, the country's tourism authority, recently carried out a situation analysis of the tourism industry using the following marketing tools:

- face-to-face interviews with local industry stakeholders
- a visitor survey
- a survey of international tour operators
- a competitor analysis
- a SWOT analysis

Iceland attracts international visitors from a number of key geographic source markets, including Germany, UK, USA and the Netherlands and offers direct flights with these countries. However, seasonality affects international visitor numbers with almost half of all visits taking place during the peak summer months. Promote Iceland will target certain groups as part of their marketing strategy. For example, Iceland is expensive compared with other destinations; a lack of value for money sometimes discourages visitors, especially independent travellers so they might be targeted. Iceland's unique natural environment makes it an ideal destination for adventure tourism with a range of adventurous activities on offer.

Fig. 3

Fig. 4 for Question 4**Sporting Moments**

Sporting Moments is a specialised tour operator offering spectator packages for some of the biggest sporting events worldwide, including Tour de France cycling, the US Masters golf, and Wimbledon tennis championships.

With more than 20 years of experience providing sports hospitality and corporate events packages, Sporting Moments offers a portfolio of over 500 annual corporate hospitality events to choose from, bringing together sports and business tourism. It provides tailor-made packages for individuals and for businesses and it aims to exceed customer expectations.

Sporting Moments combines world-class hospitality with major sports events. Corporate customers have a unique opportunity to witness the very best sporting performances and to entertain and impress their VIP guests.

The US Masters, Augusta

Attending the four-day US Masters golf tournament, including accommodation, tickets and transfers, costs from \$13 000 (USD) per person. A one-day corporate hospitality package starts at \$1 695 (USD) per person. Corporate membership packages include tickets, free valet parking, breakfast, lunch, afternoon tea, full service open bar, and a shuttle service to and from Augusta National Golf Club.

Fig. 4

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