
TRAVEL AND TOURISM

7096/22

Alternative to Coursework

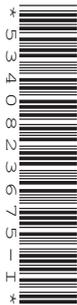
October/November 2016

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 **3** printed pages and **1** blank page.

Fig. 1 for Question 1

MaltaGold Holidays

4*all-inclusive in our latest resort near the popular coastal town of Qawra in the north east of the island of Malta.

From only €250 pp
 Children aged 4–16 stay half price
 Download the voucher to claim
 5% discount
 Free excursion included



Our relaxing holiday package includes:

- large pool
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Fig. 1

Fig. 2 for Question 2

Slovakia Park Zoo

Slovakia Park Zoo this year celebrates 40 years as one of Slovakia's leading wildlife attractions. There is plenty for the wildlife enthusiast with over 300 hectares of parkland, and over 200 species of animals, including monkeys, lions, tigers, and sea lions.

This week's press conference was attended by over 50 journalists and there was chance to ask questions about the new facilities including five new themed cafés, such as Penguin Snacks. These will be very popular with families. Familiarisation tours were available and tourism industry partners were also invited to try out the photography course being run by a leading wildlife photographer.

Fig. 2

Fig. 3 for Question 3

A situation analysis of tourism in Singapore

1. Singapore is a city state and has to compete with larger destinations, such as Malaysia.
2. In 2014, Singapore launched a new campaign to attract visitors from Indonesia.
3. There is strong support from the Singapore Government for the tourism sector.
4. Singapore has a rapid integrated transport system.
5. Singapore has limited space for hotel development.
6. Currency fluctuations affect tourism in Singapore.
7. Singapore could target visitors from Africa as a new market for tourism.
8. Business tourism in Singapore has direct competition from other countries in the region.

Fig. 3**Fig. 4 for Question 4****Bright Star Apartments**

Choose from 22 destinations worldwide and then select the apartment to suit you.

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- * perfect for a romantic short-break for two
- * choice of star rating
- * fully serviced accommodation
- * privacy guaranteed
- * choice of one, two or three bedroom apartments
- * inclusive of all utilities
- * free 'dinner for two' voucher with each booking

Car hire by arrangement



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Fig. 4

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