
TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2018

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 **4** printed pages.

Fig. 1 for Question 1**Situation analysis results of tourism in Papua New Guinea**

1. There is increasing support from the Central Government in Papua New Guinea for tourism.
2. There are world class dive sites at Tufi and Walindi, with coral reefs and many ship wrecks to explore.
3. International air transport costs to Papua New Guinea are high.
4. There is poor access to the internet in rural areas of the country.
5. Private sector tourism providers in Papua New Guinea do not engage in destination marketing.
6. Health, safety and security concerns affect the number of international visitors to the country.
7. The destination is affected by the successful brand marketing of other destinations.
8. Infrastructure in rural areas of Papua New Guinea does not meet the expectations of international visitors.

Fig. 1

Fig. 2 for Question 2

Silver Sanctuary Spa Resorts

International tourists made 691 million wellness trips in 2015, spending \$563 billion (USD). There are now more than 125 000 spa locations in the world. Since 2013, the spa industry has added 16 000 new spas and employed 230 000 more workers within the spa tourism industry.

Silver Sanctuary Spa Resorts operates four destination spa resorts in Europe and North America. Each resort offers a range of traditional, alternative, and modern therapies for improved health and wellbeing. Choose a Maximum Wellness package to receive a programme of treatments, healthy eating and work-outs in the resort's gym.

- Work with our team of wellness experts
- All accommodation, meals and transfers included
- Everything you need under one roof

Relax. Renew. Revive.

Book now online at www.globalspaportal.com or speak to one of our wellbeing hosts on the 24-hour global spa hotline

 **+1-405-555-0177**

Fig. 2

Fig. 3 for Question 3

Russia targets inbound tourism

Political and economic factors have affected tourism in Russia since 2014, which resulted in an increase in domestic tourism to the Black Sea resorts of Sochi and Anapa. There has also been an increase in the demand for winter tourism in the country, especially from Chinese visitors.

Market research shows that the Russian Government is keen to take advantage of the weaker currency to boost inbound tourism. It is promoting the favourable exchange rate, alongside its improved tourism infrastructure and simplified visa processes, to attract more visitors.

Hosting two major football events in 2017 and in 2018 provided the Russian Tourist Industry Union with an opportunity to further target inbound visitor numbers, offering packages with football and non-football related activities. It is hoped that the 2018 Football World Cup wolf mascot will not only promote the event and entertain crowds at the stadiums, but will also become part of a longer-term brand image for the country.

Fig. 3

Fig. 4 for Question 4

26 Windows

Located in Ho Chi Minh City in Vietnam, 26 Windows is a luxury serviced accommodation facility, offering spacious holiday apartments. Each apartment has a dining room, a fully equipped kitchen and a large flat-screen TV in the open plan living space. The 26 Windows complex has an outdoor pool, a fitness centre and provides guests with free unlimited Wi-Fi.

The apartments are within walking distance of the city's famous landmarks including Ben Thanh Market, Reunification Palace and the Opera House. There are many affordable cafés and restaurants close by.

Reasons to choose 26 Windows apartments:

- » low rates
- » flexible booking arrangements
- » manage your booking online
- » multi-lingual staff
- » 100% positive reviews from satisfied customers



Prices from \$120 (USD)

Prices are based on two people sharing an apartment per night

Free! One child under 12 years stays free of charge

Book now at www.oneclickholidays.com

Fig. 4

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