
TRAVEL AND TOURISM

7096/22

Alternative to Coursework

October/November 2019

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. 1.1 for Question 1

Seoul, South Korea, offers the perfect setting for meetings and other events of all sizes, with two international airports and a range of world-class convention facilities. Seoul was voted 'Best MICE City' in recent industry awards, its fifth award for business tourism since 2012.

The main convention complex has twelve 5-star and 4-star hotels. A casino, airport terminal, shopping mall and a movie theatre are also conveniently located nearby for business tourists during their free time in the city.

The Seoul Convention Bureau (SCB) is the official government-sponsored body representing and promoting the city as a prime destination for MICE events. It also provides support to foreign and domestic event planners choosing Seoul to host their conference, and acts as an information service for business visitors.

A new service is the rechargeable MICE card which can be used on Seoul's public transport and to make purchases at convenience stores, bakeries and cafés. Both MICE and leisure tourists also benefit from the new 'Discover Seoul Pass', which allows access to Seoul's 16 top attractions with one 24-hour pass saving both time and money.

Fig. 1.1**Fig. 2.1 for Question 2**

Sometimes it is nice to get away to a new place for a few days on your own, with no set itinerary and no expectations. If that is your style of travel, check out FIT travelcom's independent packages to all the top cities in the US, Europe and beyond.

- **Easy and Flexible:** Skip the hours of research, because we have done it for you! Choose your own travel dates, number of nights, and which US city you would like to fly from. Our booking engine selects the best flights, hotels and transfers so you can build your own customised package.
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Price includes: flights, coach transfers, hotel, and meals but excludes fuel surcharges, taxes and booking fees

All transfers in an air-conditioned coach

Fig. 2.1

Fig. 3.1 for Question 3

From May 2018, tourists in Barbados can spend the time between hotel check-out and airline boarding on a beach. A leading tour operator has created this new tourism concept to allow departing tourists to check-in for a flight, be issued a boarding pass and drop their bags securely, before proceeding to the Departure Beach, where passengers can enjoy a few more hours of sun, sand and sea.

Access to the Departure Beach costs \$25 per adult and \$15 per child. This fee includes hotel pick-up, use of airline check-in and bag-drop facilities, and of course, access to the beach, complete with sun loungers and umbrellas.

Passengers can also enjoy complimentary non-alcoholic refreshments and a buffet lunch as well as free Wi-Fi throughout their time at the Departure Beach. Indoor facilities in the beach club include an air-conditioned departure lounge with plasma TVs, comfortable seating areas and game rooms for children, not to mention showers and changing rooms to freshen up. When it is time to leave, the tour operator will transfer passengers to the airport terminal, luggage-free, to clear security and board their flight.

Fig. 3.1**Fig. 4.1 for Question 4**

Lower consumer confidence, a weaker US dollar and general uncertainty about the global economic recovery have all contributed to higher price sensitivity among travellers. This trend has affected Canadian travel and tourism organisations especially, due to public perception that Canada's travel costs are already too high.

This is a major challenge, as airline tickets are one of the most price sensitive products that consumers purchase. Recent research shows that airline ticket purchases are influenced much more by price than by brand.

While air travel to Canada is often considered expensive, other tourism costs are generally felt to be similar to the rest of the world.

Fig. 4.1

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