FORM TP 2018319

TEST CODE **02263020**

MAY/JUNE 2018

CARIBBEAN EXAMINATIONS COUNCIL

CARIBBEAN ADVANCED PROFICIENCY EXAMINATION®

TOURISM

UNIT 2 – Paper 02

2 hours 30 minutes

READ THE FOLLOWING INSTRUCTIONS CAREFULLY.

1. This paper consists of SIX questions. Answer ALL questions.
2. Write your answers in the spaces provided in this booklet.
3. Do NOT write in the margins.
4. If you need to rewrite any answer and there is not enough space to do so on the original page, you must use the extra lined page(s) provided at the back of this booklet. **Remember to draw a line through your original answer.**
5. **If you use the extra page(s) you MUST write the question number clearly in the box provided at the top of the extra page(s) and, where relevant, include the question part beside the answer.**

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

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SECTION I

Answer ALL questions.

1. (a) List THREE tourism stakeholder groups.

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[3 marks]

(b) (i) Define the term 'customer'.

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[2 marks]

(ii) Differentiate between an 'internal customer' and an 'external customer'.

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[4 marks]

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(c) Describe TWO strategies that can be used by hospitality businesses to satisfy customer needs.

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[6 marks]

Total 15 marks

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8. (a) (i) Define the term 'market segmentation'.

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[2 marks]

(ii) List THREE types of market segmentation.

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[3 marks]

(b) Outline any TWO steps in the market research process.

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[4 marks]

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(c) Explain TWO ways in which branding contributes to the success of tourism businesses.

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[6 marks]

Total 15 marks

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8. (a) (i) Define the term 'entrepreneur'.

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[2 marks]

(ii) List THREE characteristics of a successful entrepreneur.

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[3 marks]

(b) Outline TWO conditions that are necessary for entrepreneurship.

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[4 marks]

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(c) Explain TWO challenges faced by tourism entrepreneurs.

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[6 marks]

Total 15 marks

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SECTION II

Answer ALL questions.

4. The success of tourism businesses depends on their ability to provide excellent service that meets and exceeds customer expectations.

Discuss THREE reasons why meeting and exceeding customer expectations are important for tourism businesses.

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5. Discuss THREE reasons why community involvement is important in creating a destination's brand.

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6. Discuss, with reference to practical examples, how THREE external factors in the generating region influence opportunities for tourism entrepreneurship in the destination region.

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