

Question 1

Refer to Fig. 1 (Insert), information about business tourism in Zimbabwe, a country in southern Africa.

(a) (i) Explain, using examples, the term *tourism infrastructure*.

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.....[2]

(ii) Using only Fig. 1 (Insert), identify **two** countries which compete with Zimbabwe in the business tourism market.

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2[2]

(b) Explain **three** ways in which investment in Zimbabwe may be used to generate more business tourism.

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(c) Explain **two** reasons why the Rainbow Towers conference venue is suitable for hosting large-scale international events.

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(c) Explain **two** ways through which tourists can get the most out of their self-drive holiday in New Zealand.

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Question 3

Refer to Fig. 3 (Insert), a news article about the changing demand for first class air travel services.

(a) (i) Identify **two** features of Etihad’s The Residence travel accommodation.

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(ii) Explain, using an example, the phrase *high yield business traveller*.

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(b) Explain the **three** impacts that the global recession of recent years has had on luxury air travel.

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(c) Other than through the onboard features offered, explain **two** ways in which airline companies can remain competitive.

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