



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
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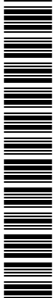
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TRAVEL AND TOURISM

0471/02

Marketing and Promotion

May/June 2008

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

For Examiner's Use	
1	
2	
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Total	

This document consists of **12** printed pages and **4** blank pages.



Question 1

Playa de las Americas is the main tourist destination in Tenerife, one of the Canary Islands. It attracts 1.25 million tourists each year. The Royal Sunset Beach Club, located on the outskirts of Playa de las Americas, offers timeshare accommodation within a purpose-built resort. Its products and services include:

- Studio, 1 bedroom or 2 bedroom apartments.
- Fully equipped kitchen area.
- Restaurant.
- Poolside bar.
- Gymnasium, squash courts and sauna.
- Live entertainment.
- Car rental.
- Child care and babysitting.
- Laundry.
- Daily cleaning service.

(a) (i) Give **two** examples of the product offered by the Royal Sunset Beach Club.

Example 1

Example 2 [2]

(ii) Explain how the *timeshare* product differs from a *package holiday*.

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(b) At which stage of the product life cycle would you place the timeshare product? Give **one** reason for your answer.

Stage of life cycle

Reason

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..... [2]

The Royal Sunset Beach Club resort attracts customers from one main target segment – European families.

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(c) (i) Identify the **two** characteristics used in order to segment the market for this resort.

Characteristic 1

Characteristic 2 [2]

(ii) Explain how the Royal Sunset Beach Club resort could develop a product portfolio which would appeal to a range of different customer types.

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Question 2

The Canadian Tourism Commission (CTC) has developed a Meetings, Conferences and Incentive Travel (MC&IT) programme with the overall goal of increasing revenue for the Canadian tourism industry from the business tourism market in the United States.

CTC carried out marketing research in order to identify potential clients for its MC&IT programme.

(a) (i) Give **two** examples of primary techniques that CTC may have used in this research.

Example 1

Example 2 [2]

(ii) Describe **two** problems that may occur if CTC use secondary sources of information in its research.

Problem 1

Problem 2 [2]

The Canadian Tourism Commission recognises the importance of **place** within the marketing mix for its MC&IT programme.

(b) (i) Identify **two** aspects of **place** that will affect the likely success of this programme.

Aspect 1

Aspect 2 [2]

(ii) Choose **one** aspect of place from your answer to **(b)(i)**. Explain, using examples, how CTC can develop this element of the marketing mix in order to attract US business customers.

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CTC wish to use a range of promotional methods to target new customers and repeat business.

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(c) Using examples with which you are familiar, explain the following promotional methods:

(i) Trade show

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..... [2]

(ii) Familiarisation tour

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(iii) Direct response advertising

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(iv) Sponsored event

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(d) Explain how CTC can promote the corporate image of its MC&IT programme.

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[Total: 25]

Question 3

The state of Kerala in India is one of ten 'paradises' in the world named by readers of the National Geographic Traveller magazine. In anticipation of the increased number of visitors to the state that this description may bring, tourism officials in the country have carried out a full situation analysis of existing tourism provision within Kerala. Some of the results are given below.

1.	Availability of high quality human resources.
2.	Potential for health tourism and pilgrimage tourism.
3.	Absence of clear, well-defined tourism policies.
4.	The area offers visitors the chance to experience multi-destination tourism.
5.	Competition from other Indian states is strong.
6.	Major tourism markets are located at long haul distances from the state.
7.	High percentage of 'low yield' foreign visitors.
8.	Well developed communication and transportation systems, including 3 international airports, a seaport and a major railway hub.

(a) Name the **two** marketing analysis tools commonly used in order to carry out a full situation analysis.

Tool 1

Tool 2 [2]

Study the results of the situation analysis carefully. Use these results in order to answer the following questions.

(b) (i) Identify **two** positive external influences on tourism in Kerala.

Influence 1

Influence 2 [2]

(ii) Explain how these positive influences can be used in order to promote tourism in the area.

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(c) Identify **one** priority for tourism development in Kerala from the situation analysis results. Explain why marketing and promotion of the tourism industry in this region are important in achieving this priority.

Priority

Explanation

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Tourism in Kerala uses the brand slogan of 'God's own country' because of its unspoilt natural landscape.

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(d) (i) Define the term *brand slogan*.

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(ii) Assess the range of product tools that tourism providers in Kerala could use in order to strengthen the brand image of the destination within marketing communications.

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Question 4

The following table shows the advantages and disadvantages of quantitative data collection in the market research process.

	Postal Questionnaire	Telephone Survey	Face-to-Face Interview
Cost to Organisation	★	★★	
% Completion Rate		★★	★★
Speed of Data Collection	★	★★★	★★★
Quantity of Information	★★	★★	★★

Key:	★ = Low	★★ = Medium	★★★ = High
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(a) (i) Using the Key (Key: ★ = Low, ★★ = Medium, ★★★ = High), complete the missing information from the two shaded boxes. [2]

(ii) Explain why quantitative data is generally easier to interpret than qualitative data.

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(b) Explain how market research can be used in the travel and tourism industry to set a price.

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(c) Choose **three** pricing policies used for travel and tourism products. Provide a brief description of each of your chosen policies and give an example of how each policy is used in the industry.

Pricing policy 1
Example of how it is used

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Pricing policy 2
Example of how it is used

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Pricing policy 3
Example of how it is used

..... [6]

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(d) Assess the importance of profitability for tourism providers from the public and the private sectors, using relevant examples to support your answer.

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