



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
International General Certificate of Secondary Education

CANDIDATE  
NAME

CENTRE  
NUMBER

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**TRAVEL AND TOURISM**

**0471/02**

Marketing and Promotion

**May/June 2009**

**2 hours and 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	
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>Total</b>	

This document consists of **12** printed pages.



**Question 1**

Fiji is an island destination in the South Pacific. The Fiji Tourism Bureau carried out a situation analysis of tourism provision, in order to set its marketing objectives for the next 10 years. Some of the results are given below.

- 1 Fiji's infrastructure cannot always cope with the increased demands that visitors place on it.
- 2 The South Pacific attracts high levels of foreign investment.
- 3 Fiji has a national air carrier (Air Pacific).
- 4 An increase in visitor numbers often causes the demonstration effect within island destinations such as Fiji.
- 5 Fiji's tourism product could be diversified, in order to include ecotourism packages.
- 6 Tropical storms occur regularly in this region.
- 7 Fiji experiences some political instability.
- 8 Cultural tourism in Fiji is popular with visitors from Australia and New Zealand.
- 9 Fiji attracts niche markets especially from the diving, fishing, honeymooners and cruise tourism segments.

(a) Using the statement numbers above, identify **two positive** and **two negative** external influences on tourism in Fiji.

	Positive (+)	Negative (-)
<b>Political</b>		
<b>Economic</b>		
<b>Social</b>		
<b>Technological</b>		

[4]

(b) (i) Identify the **one** statement above that you think represents the greatest opportunity for tourism development in Fiji.

Opportunity ..... [1]

(ii) Give **two** examples of how tourism providers can use this opportunity, in order to improve tourism provision in Fiji.

Example 1 .....

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Example 2 .....

..... [4]

(c) Explain why marketing and promotion are important to island destinations such as Fiji.

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(d) (i) Define the term *niche market*.

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(ii) Discuss reasons why it is important for the tourism industry of Fiji to develop a range of niche markets.

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**Question 2**

'Tourism Queensland' carried out market research, in order to gain a better understanding of the health and spa tourism market in Australia. The results of this research have been grouped under two main headings – 'usage statistics' and 'selection factors'.

**(a) (i)** Identify the type of data, which is likely to be included in 'usage statistics'.

Type of data ..... [1]

**(ii)** Give **two** examples of possible information sources for this type of data.

Example 1 .....

Example 2 ..... [2]

**(iii)** Give **two** reasons why the results of the research into why people choose health tourism ('selection factors') may be difficult to interpret.

Reason 1 .....

Reason 2 ..... [2]

**(b)** State at which stage of the product life cycle you would place health and spa tourism. Give **one** reason for your answer.

Stage of life cycle .....

Reason .....

.....

..... [3]

(c) A customer profile of a typical Queensland health and spa tourist has been identified. Its characteristics are given below:

- Female
- College educated
- Married
- High annual household income
- Aged 34 – 52.

(i) Identify the type of market segmentation used in this customer profile.

Type of market segmentation: .....

..... [2]

(ii) Explain how health and spa tourism providers can use the information identified in the above customer profile to increase usage.

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(d) Discuss pricing policies that spa tourism providers may use for their products.

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**Question 3**

Refer to Fig. 1, which shows reasons to hold a Meetings, Incentives, Conventions and Exhibitions (MICE) event in the Czech Republic.

**Fig. 1**

- (a) (i) Explain **three** positive locational factors which make the Czech Republic a good venue for MICE events.

Locational Factor 1 .....

Explanation .....

Locational Factor 2 .....

Explanation .....

Locational Factor 3 .....

Explanation ..... [6]

- (ii) Explain **three** features of cities which play an important part of the 'place' element of the marketing mix.

Feature 1 .....

Explanation .....

Feature 2 .....

Explanation .....

Feature 3 .....

Explanation ..... [6]



(b) The Prague Convention Bureau is involved in marketing and promoting business tourism in the Czech capital. It carries out a variety of marketing activities including attending trade fairs, public relations and personal selling through presentations to international professional conference organisers.

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Explain the following terms as marketing activities:

(i) *public relations*

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..... [2]

(ii) *personal selling.*

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..... [2]

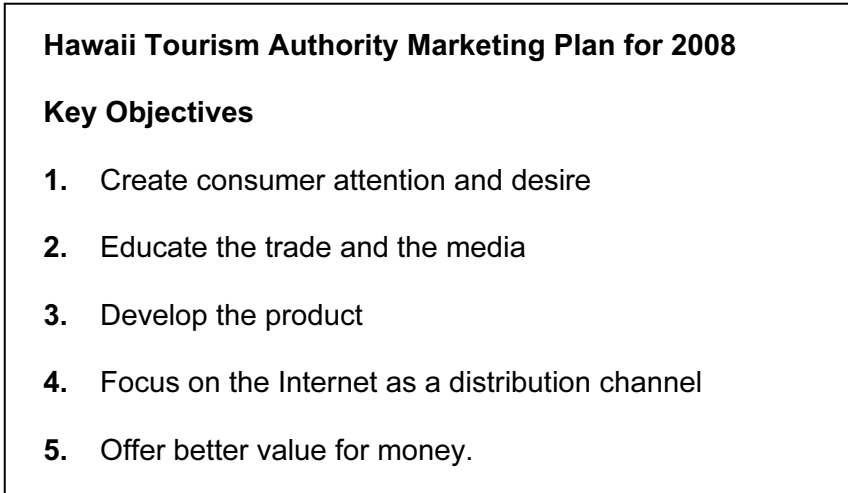
(c) Discuss the advantages and disadvantages of the use of printed and electronic media as forms of promotional material for the business tourism industry.

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**Question 4**

Refer to Fig. 2, an extract from the Hawaii Tourism Authority's Marketing Plan.



**Fig. 2**

The key objectives are closely linked to each of the four elements of the marketing mix.

**(a) (i)** State another term commonly used for the marketing mix.

The marketing mix is also known as .....  
..... [1]

**(ii)** Name **three** elements of the marketing mix.

Element 1 .....  
Element 2 .....  
Element 3 ..... [3]

(b) Use of the AIDA principle forms the basis of key objective 1. Describe how the Hawaii Tourism Authority can make effective use of this marketing technique.

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(c) Suggest **two** external influences that may affect the Hawaiian tourism industry's ability to offer customers value for money.

External influence 1 .....

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External influence 2 .....

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