



CANDIDATE NAME

CENTRE NUMBER

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

						-
			CANDIDATE NUMBER			

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 Exam	iner's Use
1	
2	
3	
4	
Total	

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



Question 1

hary Islands. It in the outskirts built resort. Its 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.
		[4]
(b)		which stage of the product life cycle would you place the timeshare product? Give reason for your answer.
(b)	one	which stage of the product life cycle would you place the timeshare product? Give
(b)	Sta	which stage of the product life cycle would you place the timeshare product? Give e reason for your answer.
(b)	Sta	which stage of the product life cycle would you place the timeshare product? Give reason for your answer. ge of life cycle

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The Royal European fa	Sunset Beach Club resort attracts customers from one main target segmentlies. Identify the two characteristics used in order to segment the market for this resort. Characteristic 1	For iner's
(c) (i)	Identify the two characteristics used in order to segment the market for this resort.	age
	Characteristic 1	COM
	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.	
	[6]	

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4 ya de las Americas is a well-developed tourist destination which attracts a high number eat visitors each year. (d) Assess the importance of marketing and promotion for tourism providers in this resort.	pers.com
va de las Americas is a well-developed tourist destination which attracts a high numberat visitors each year.	For iner's
(d) Assess the importance of marketing and promotion for tourism providers in this resort.	Se. COM
	1
[9]	

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Question 2

references an venue for its MC&IT The Canadian Tourism Commission (CTC) has developed a Meetings, Conferences an 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]
		an Tourism Commission recognises the importance of place within the marketing C&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.
		[8]

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wish to	o use a range of promotional methods to target new customers and repeat bus	For
(c) Us	ing examples with which you are familiar, explain the following promotional method	And thers
(i)	7 o use a range of promotional methods to target new customers and repeat busing examples with which you are familiar, explain the following promotional methods Trade show	Se.co
	[2]	
(ii)	Familiarisation tour	
	[2]	
(iii)	Direct response advertising	
	[2]	
(iv)	Sponsored event	
	[2]	
(d)	Explain how CTC can promote the corporate image of its MC&IT programme.	
	[3]	

Question 3

readers of the roof visitors to rried out a full ults are given 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.

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

(a)		me the two marketing analysis tools commonly used in order to carry out a ration analysis.	full
	Too	ol 1	
	Tod	ol 2	[2]
		dy the results of the situation analysis carefully. Use these results in orderswer the following questions.	· to
(b)	(i)	Identify two positive external influences on tourism in Kerala.	
		Influence 1	
		Influence 2	[2]

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		9	
	(ii)	9 Explain how these positive influences can be used in order to promote touthe area.	For iner
			age.C
			1
			`
		[6]	
c)	resi	ntify one priority for tourism development in Kerala from the situation analysis ults. Explain why marketing and promotion of the tourism industry in this region are cortant in achieving this priority.	
	Pric	ority	
	Exp	planation	
		ro.	
		[6]	

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	to the term brand slogan of 'God's own country' because of its because of its because of the term brand slogan.	For iner's
(i)	Define the term brand slogan.	Tage
		OM
	[1]	
(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.	
	[8]	

11

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	12		titative data collection
Question 4			1 8
The following table shows the market research proces	the advantages and disadv s.	/antages of quant	titative data collection
	Postal Questionnaire	Telephone Survey	Face-to-Face Interview
Cost to Organisation	Postal Questionnaire	·	Face-to-Face
Cost to Organisation % Completion Rate		Survey	Face-to-Face
		Survey ★★	Interview

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 dat	
		[2

(b)	Explain how market research can be used in the travel and tourism industry to price.
	[5]
(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
	Pricing policy 2
	Example of how it is used
	Pricing policy 3
	Example of how it is used
	[6]

(d)	Assess the importance of profitability for tourism providers from the public a private sectors, using relevant examples to support your answer.	Foi
		S.
	[8]	

15

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16

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