

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	
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Total	

This document consists of 12 printed pages.



Question 1

Www.PapaCambridge.com 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).
- An increase in visitor numbers often causes the demonstration effect within island 4 destinations such as Fiji.
- 5 Fiji's tourism product could be diversified, in order to include ecotourism packages.
- Tropical storms occur regularly in this region. 6
- 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 (-)
Political		
Economic		
Social		
Technological		

[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 Example 2 [4]

2

		3	For introduce Co.
(c)	Exp	plain why marketing and promotion are important to island destinations such a	anny For
			Tidde.c.
]	 6]
(d)	(i)	Define the term <i>niche market.</i>	-1
		[1]

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(ii)	4 Discuss reasons why it is important for the tourism industry of Fiji to determine the tourism industry of Fiji t	For iner's
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		L
	[9]	
	[2]	

[Total : 25]

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Questic	on 2	26	Can For
the hea	lth ai	eensland' carried out market research, in order to gain a better understanding nd spa tourism market in Australia. The results of this research have been group ain headings – 'usage statistics' and 'selection factors'.	
(a)	(i)	Identify the type of data, which is likely to be included in 'usage statistics'.	13
		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 heat tourism ('selection factors') may be difficult to interpret.	llth
		Reason 1	
		Reason 2	[2]
(b)		te at which stage of the product life cycle you would place health and spa touris e one reason for your answer.	m.
	Sta	ge of life cycle	
	Rea	ason	
			[3]

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		6
(c)	A c Its (ustomer profile of a typical Queensland health and spa tourist has been ide For characteristics are given below:
	• • •	6 ustomer profile of a typical Queensland health and spa tourist has been ide 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.
		[6]

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(d)	Discuss pricing policies that spa tourism providers may use for their products.	For iner's
	7 Discuss pricing policies that spa tourism providers may use for their products.	hido
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	[9]	
	[Total : 25]	

Question 3

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

Reasons to hold a MICE event in the Czech Republic

- Central European location, linked by 58 airlines 1
- 2 Value for money – high quality at low cost
- 3 Stable and safe destination
- Recent investment in congress infrastructure well equipped 4 conference venues, 400+ hotels offering 75,000 beds in the capital, Prague, itself
- 5 Large number of professional conference organisers to co-ordinate event planning, supported by the Prague Convention Bureau
- City of Prague former European City of Culture (2000) and range of 6 UNESCO sites.

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]
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]

8

		where we	aµa
		9	
(b)	touri attei	9 Prague Convention Bureau is involved in marketing and promoting burshing the Czech capital. It carries out a variety of marketing activities including trade fairs, public relations and personal selling through presentations national professional conference organisers. ain the following terms as marketing activities:	Cant
	Expl	ain the following terms as marketing activities:	
	(i)	public relations	
			[2]
	(ii)	personal selling.	
			[2]
(c)		cuss the advantages and disadvantages of the use of printed and electronic me orms of promotional material for the business tourism industry.	dia
			••••
			••••
			[9]
		[Total : 2	25]

Question 4

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

Hawaii Tourism Authority Marketing Plan for 2008

Key Objectives

- 1. Create consumer attention and desire
- 2. Educate the trade and the media
- **3.** Develop the product
- 4. Focus on the Internet as a distribution channel
- **5.** Offer better value for money.

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	1]
(ii)	Name three elements of the marketing mix.	
	Element 1	
	Element 2	
	Element 3	3]

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(b)	Use of the AIDA principle forms the basis of key objective 1. Describe how the Tourism Authority can make effective use of this marketing technique.	For iner's
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	[8]	
(c)	Suggest two external influences that may affect the Hawaiian tourism industry's ability to offer customers value for money.	
	External influence 1	
	External influence 2	
	[4]	

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(d)	12 Discuss reasons why organisations such as the Hawaii Tourism Authority set relating to their marketing mix.
	[9]
	[Total : 25]

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