



**Question 1**

Refer to Fig. 1 (Insert), information about Racetrack Holidays, a tour operator.

**(a)** Using Fig. 1 (Insert) identify the following:

**(i)** **two** target markets of Racetrack Holidays

1 .....

2 ..... [2]

**(ii)** **two** ways in which Racetrack Holidays aims to gain an edge over the competition

1 .....

2 ..... [2]

**(b)** Racetrack Holidays will sponsor a number of world-wide motor racing events in 2015. Explain briefly **three** advantages of event sponsorship to an organisation, such as Racetrack Holidays.

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2 .....

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3 .....

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(c) Explain fully the suitability of the following pricing policies to attract customers to a company, such as Racetrack Holidays:

- going rate

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- variable pricing

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**Question 2**

Refer to Fig. 2 (Insert), information about mountain tourism in Bosnia, a country in Central Europe.

**(a)** Using Fig. 2 (Insert) identify the following:

**(i)** **two** reasons why mountain tourism in Bosnia is popular

1 .....

2 ..... [2]

**(ii)** **two** market segments which already take part in mountain tourism

1 .....

2 ..... [2]

**(b)** Explain briefly how the product/service mix might be developed to attract the following target markets to mountain tourism in Bosnia:

- grey market

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- school groups

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- ecotourists

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[6]

(c) Mountain tourism in Bosnia is at the maturity stage of the product life cycle. Explain fully **two** likely characteristics of tourism at this stage.

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**Question 3**

Refer to Fig. 3 (Insert), a situation analysis of Ethiopia, a country in East Africa.

- (a) Using the statement numbers in Fig. 3 (Insert), complete the SWOT Analysis table below, choosing only **one** statement under each heading.

<p><b>One</b> strength of tourism in Ethiopia</p>	<p><b>One</b> weakness of tourism in Ethiopia</p>
<p><b>One</b> opportunity for tourism in Ethiopia</p>	<p><b>One</b> threat to tourism in Ethiopia</p>

[4]

- (b) Explain briefly why **each** of the following might be suitable methods of promotion for an organisation such as the Ethiopian Ministry of Culture and Tourism (EMCT):

- international trade fairs

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- internet

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- use of merchandising

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(c) The EMCT has created a brand, 'Land of Great Civilisation'.  
Explain fully **two** ways in which branding may be used to increase the number of visitors to a destination, such as Ethiopia.

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**Question 4**

Refer to Fig. 4 (Insert), information about tourism in Madagascar, an island in the Indian Ocean.

**(a)** Using Fig. 4 (Insert) identify the following:

**(i)** **two** reasons why visitor numbers to Madagascar are lower than to other islands in the Indian Ocean

1 .....

2 ..... [2]

**(ii)** **two** reasons for the appeal of Madagascar

1 .....

2 ..... [2]

**(b)** Explain briefly the impact that marketing and promotion of tourism in Madagascar is likely to have on the following:

- volume of sales

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- its position within a competitive market

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- customer satisfaction

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[6]

(c) Explain fully how the Madagascar National Tourism Board (MNTB) might use the following aspects of the marketing mix to attract more tourists from countries, other than France.

- promotion

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- place

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[6]







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