



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
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TRAVEL AND TOURISM

0471/02

Marketing and Promotion

October/November 2007

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 **0** blank pages.



Question 1

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Life Stages of the Cruise Market

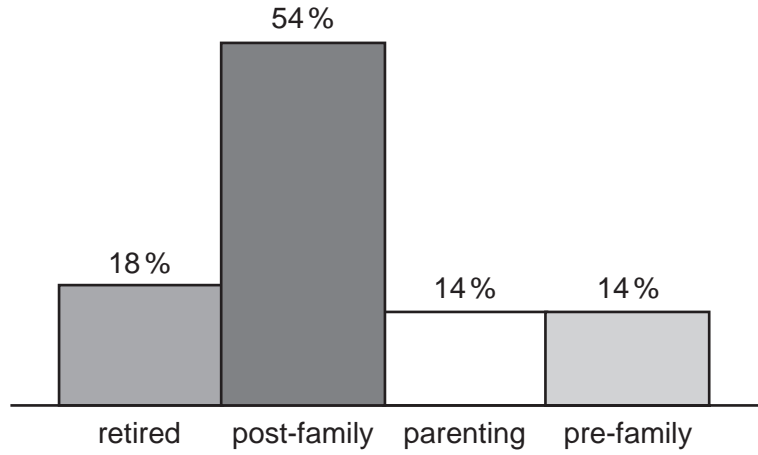


Fig. 1

Study Fig. 1 above, a table showing the types of people who regularly take a cruise holiday.

(a) (i) Identify how the cruise market has been segmented in this table.

..... [1]

(ii) Suggest how this information could be used by cruise operators in order to market their products and services.

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..... [6]

(b) (i) Describe **one** market research technique that could be used to obtain the data in Fig. 1.

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..... [2]

(ii) Give **two** advantages of this type of research technique.

Advantage 1

.....

Advantage 2

..... [2]

(c) State at which stage of the product life cycle you would place the cruise market. Give **one** reason for your answer.

Stage of life cycle

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Reason

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..... [2]

(d) Discuss the product/service mix associated with a cruise holiday.

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(e) Explain why marketing and promotion are important to cruise operators.

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..... [6]

[Total : 25]

Question 2

(a) (i) Define the term *public relations*.

..... [1]

(ii) Describe **two** examples of how public relations are used in the travel and tourism industry.

Example 1

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Example 2

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(b) Explain the benefits of printed publicity materials as a communication method from the point of view of both the tourism provider **and** the customer.

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(c) Explain how the AIDA principle can be used to benefit tourism providers in marketing their products.

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(d) Describe the way in which the brand image of an airline company may be used to promote the company's travel products.

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[Total : 25]

Question 3

The Hong Kong Tourism Authority carried out a situation analysis, in order to see how it could improve tourism provision in Hong Kong. The analysis was broken down into two parts – PEST and SWOT analyses.

(a) Identify the **four** sections of a PEST analysis.

Section 1

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Section 2

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Section 3

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Section 4

..... [4]

The Hong Kong Tourism Authority suggests the development of a wide range of tourism products for the country. These include the following:

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- Waterfront attractions – based on the successful night markets and quayside restaurants in Singapore.
- Food attractions – highlighting the richness of oriental flavours/aromas in on-the-street cookery demonstrations.
- Natural medicine packages – allowing visitors to experience a range of alternative health treatments.
- Mainland China guided tours – appealing to visitors who enjoy multi-stay holidays.

(c) Imagine that you work for the Hong Kong Tourism Authority. Explain how you would develop the marketing mix for **one** of these new tourism products.

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Many of the tourism products identified by the Hong Kong Tourism Authority are intangible.

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(d) (i) Define the term *intangible*.

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(ii) Intangibility is usually a characteristic of a service. Explain why the characteristics of products and services of the travel and tourism industry are difficult to describe. Use examples to explain your answer.

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[Total : 25]

Question 4

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The tourism market is often described as being 'price sensitive'. This has an impact on the actual price that customers pay for tourism products and services they purchase.

- (a) (i) Name the pricing policy that uses a comparison of prices of other tourism providers, in order to set a price for a particular product or service.

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- (ii) Describe how discount pricing allows tourism providers to react to a price sensitive market.

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- (b) Discuss the range of external factors that influence the pricing policies of the travel industry.

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The tourism industry has developed a different chain of distribution in response to changing customer needs.

(c) (i) Explain the most common chain of distribution for a package holiday.

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..... [3]

(ii) Draw a diagram to illustrate your answer in (c) (i).

[3]

(d) An international hotel chain wishes to expand its business and build new hotels worldwide. Evaluate the factors that will influence the selection of suitable locations for these hotels.

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[Total : 25]

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