

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

Marketing and	Promotion	May/June 2009
TRAVEL AND	TOURISM	0471/02
CENTRE NUMBER		CANDIDATE NUMBER
CANDIDATE NAME		

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**

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 (-)
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 1
 [1]

 Example 2
 [4]

(c) Explain why marketing and promotion are important to island destinations such as Fiji. For Examiner's Use ..... ..... .... [6] ..... (d) (i) Define the term *niche market*. ..... [1] 

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

4

[Total : 25]

# **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]

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. ..... 

6

(c) A customer profile of a typical Queensland health and spa tourist has been identified.

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[6]

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

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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.

## Reasons to hold a MICE event in the Czech Republic

- 1 Central European location, linked by 58 airlines
- 2 Value for money high quality at low cost
- 3 Stable and safe destination
- 4 Recent investment in congress infrastructure well equipped 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
- 6 City of Prague former European City of Culture (2000) and range of 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]
(ii)	Explain <b>three</b> 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]

#### **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	[]
(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.

	[8]
(c)	Suggest <b>two</b> external influences that may affect the Hawaiian tourism industry's ability to offer customers value for money.
	External influence 1
	External influence 2
	[4]

(d) Discuss reasons why organisations such as the Hawaii Tourism Authority set targets relating to their marketing mix.

[9]
[Total : 25]

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