



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

0471/02

Marketing and Promotion

May/June 2009

2 hours and 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.

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1	
2	
3	
4	
Total	

This document consists of 12 printed pages.



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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 c	one statement above that	ou think represents the greatest opport	unitv

		•		[4]
(b)	(i)	Identify the one state for tourism develop	_	epresents the greatest opportunity
		Opportunity		[1]
	(ii)	Give two example improve tourism pr		an use this opportunity, in order to
		Example 1		
		Example 2		
		Example 2		[4]
				171

(c)	Ехр	olain why marketing and promotion are important to island destinations such as Fiji.	E
			l
		[6]	Ì
(d)	(i)	Define the term <i>niche market</i> .	
			1
		[11]	

(ii)	Discuss reasons why it is important for the tourism industry of Fiji to develop a range of niche markets.
	[9]

[Total : 25]

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'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	2]
	(iii)	Give two reasons why the results of the research into why people choose healt tourism ('selection factors') may be difficult to interpret.	h
		Reason 1	
		Reason 2 [2	2]
(b)		ate at which stage of the product life cycle you would place health and spa tourism re one reason for your answer.	١.
	Sta	ige of life cycle	
		ason	
		[3	

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

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

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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 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
		Evaluation [6]

(b)	touri atte	Prague Convention Bureau is involved in marketing and promoting business sm in the Czech capital. It carries out a variety of marketing activities including adding trade fairs, public relations and personal selling through presentations to mational professional conference organisers.
	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 media orms of promotional material for the business tourism industry.
		[9]
	******	[Total : 25]

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 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)	Discuss reasons why organisations such as the Hawaii Tourism Authority set targets relating to their marketing mix.	For Examiner's Use
	[9]	
	[Total : 25]	

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