



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
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TRAVEL AND TOURISM

0471/02

Marketing and Promotion

May/June 2012

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 | |
| 3 | |
| 4 | |
| Total | |

This document consists of **15** printed pages and **1** blank page.



Question 1

Refer to Fig. 1, information about the Korea Tourism Organisation's (KTO's) marketing plan.

The KTO's marketing plan has a target of 10 million international visitors to Korea by 2012, compared with the 7.5 million arrivals in 2009.

In order to boost inbound visitor numbers, a new tourism package is being jointly marketed between South Korea, China and Japan under the brand name 'Three Kingdoms' Cultures'. This allows visits to key tourist sites in the visitor's own country as well as in the neighbouring two countries.

| Country | Target groups | Marketing activities |
|---------|---|--|
| China | Students, Seniors, Corporate Incentive Tours | <ul style="list-style-type: none"> • Educational tours • Special interest travel for Seniors • Joint marketing with Chinese travel agencies and local governments in China • 'Three Kingdoms' Cultures' |
| Japan | Women, Students, Families | <ul style="list-style-type: none"> • Experiential tours (Korean food, leisure and beauty) • Historical and cultural tourism • Educational tours • Joint marketing with Japanese travel agencies and local governments in Japan • 'Three Kingdoms' Cultures' |

Fig. 1

- (a) (i) In the table below, circle the **three** main forms of market segmentation used by travel and tourism providers.

| | |
|------------------|------------------------|
| Foreign exchange | Geographic |
| Demographic | Secondary |
| Lifestyle | Gross domestic product |

[3]

(ii) With reference to Fig. 1, explain, using examples, how the KTO has targeted **each** of these main market segments within its marketing plan.

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(b) Give **three** reasons why tourism organisations, such as the KTO, carry out market research.

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(c) Explain **two** benefits to tourism providers of using **primary** market research.

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Question 2

Refer to Fig. 2, the results of a SWOT analysis of seaside tourism in the Black Sea resorts of Romania, a country in Eastern Europe.

1. International tour operators want to increase the number of 'all-inclusive' holiday packages to the Black Sea resorts in Romania.
2. There is limited promotion and available information about tourism resources in the area.
3. Neighbouring countries Bulgaria, Croatia and Slovenia offer similar tourism products.
4. Good infrastructure already exists to support tourism – a network of European roads, railways, an international airport and two seaports.
5. Tourism activity in the area is seasonal.
6. The Black Sea coastline is 245 km long, with fine sandy beaches and nine resorts in Romania.
7. In 2008, only 28% of beaches in the area met the EU standards for cleanliness. This improved to 98% by 2009 but people are still worried about pollution.
8. Tourism is operating at 42% of its capacity in the area.

Fig. 2

- (a) Using the statement numbers from Fig. 2, complete the SWOT Analysis table below, choosing only **one** statement under each heading.

| | |
|--|---|
| One strength of seaside tourism in Romania | One weakness of seaside tourism in Romania |
| One opportunity of seaside tourism in Romania | One threat of seaside tourism in Romania |

[4]

(b) The Black Sea resorts in Romania want to gain competitive advantage over other similar Eastern European tourism destinations.

Using the results from the SWOT analysis, explain **two** ways in which the marketing mix may be used to gain competitive advantage.

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(c) The Romanian National Tourist Office (RoNTO) also carried out a PEST analysis of tourism provision in its seaside areas.

(i) What do the letters PEST stand for?

P

E

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T

[4]

(ii) Seasonality affects tourism in places such as Romania.

Using PEST Analysis, explain **two** possible impacts of seasonality.

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Question 3

Refer to Fig. 3, information about a proposed extension to Paradise Park, a theme park in New Zealand.

Paradise Park is a theme park in Auckland, which attracts 285 000 visitors each year. Visitor numbers did not increase after the introduction of a new thrill ride in 2009.

Owners of the park hope the newly planned 'Dinosaur Dreamland', a mini adventure world with dinosaur themed rides, adventure playgrounds and food and beverage outlets, will appeal to families with young children.

Fig. 3

- (a) (i)** At which stage of the product life cycle would you place Paradise Park? Give **one** reason for your answer.

Stage of the life cycle model

Reason

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..... [2]

- (ii)** Explain **two** ways in which the product life cycle can influence the marketing decisions made by tourism providers such as the owners of Paradise Park.

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(b) Place is one of the 4 P's of the marketing mix.

Explain **two** ways in which place may affect the popularity of tourist attractions such as Auckland's Paradise Park.

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(c) Name **two** pricing policies that this theme park might use with its customers and explain why each policy is appropriate.

Pricing policy 1

Explanation

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Pricing policy 2

Explanation

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Question 4

Refer to Fig. 4, a press release from Safari Searchers, a luxury rail safari provider in South Africa.

Johannesburg: May 01 2012: Safari Searchers is again offering its luxury rail safari packages with two departures in 2012.

The packages combine a luxury rail experience with all the thrills of a 4-day safari through one of South Africa’s leading game reserves.

For more information please visit www.safarisearchers.co.za or for bookings, please email info@safarisearchers.co.za

Fig. 4

(a) (i) Explain what is meant by the term *press release*.

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..... [2]

(ii) Give **two** advantages to travel providers, such as Safari Searchers, of using press releases.

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(b) (i) Identify the distribution channel chosen by Safari Searchers.

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(ii) Explain **two** disadvantages to travel providers, such as Safari Searchers, of using only this distribution channel.

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(c) Refer to Fig. 5, an advertisement for the luxury rail safari provider, Safari Searchers.

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Use

Safari Searchers

- Exclusive luxury rail experience
- Experience the best that South Africa offers
- Get up close to the 'Big Five' in one of the leading game reserves
- 5* accommodation, 5* service
- Fine dining, gourmet menus
- Personalised attention
- Private safari guides




www.safarisearchers.co.za

Fig. 5

Explain **two** ways in which the luxury rail safari package offered by Safari Searchers can meet the specific needs of luxury rail travellers.

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Question 4 Figure 5 Photographs © <http://www.freedigitalphotos.net>.

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