

	UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAM International General Certificate of Secondary Education	INATIONS HUNN HITEMAR BOOKS COM
CANDIDATE NAME		
CENTRE NUMBER	CANDID	
TRAVEL AND	TOURISM	0471/02
Marketing and	Promotion	October/November 2008

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	

2 hours 30 minutes

This document consists of 13 printed pages and 3 blank pages.

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Question 1

The Institute of Forestry Research at Istanbul University has carried out a full situation analysis of the potential for ecotourism projects in Turkey. The results are given below:

2

1.	Creation of tourism infrastructure may damage natural resources in Turkey.
2.	The existing local labour force has good knowledge of ecotourism.
3.	It is difficult to attract tourism investment for protected forest areas of Turkey.
4.	Ecotourism and Turkey represent growth markets.
5.	There is low support for ecotourism projects from the Turkish government.
6.	Growth in the number of ecotourism projects worldwide may lead to global competition for Turkey.
7.	Ecotourism projects will promote and protect the cultural identity of the local population.
8.	There exists a lack of collaboration between tourism agencies and Turkish eco- project managers.

(a) Using the statement numbers above, identify **four** external influences on ecotourism projects in Turkey by completing the PEST analysis table below.

Political	<u>Economic</u>
<u>Social</u>	<u>Technological</u>

[4]

(b) (i) Identify one priority within the control of the tourism authorities in Turkey.

[1](ii) Identify the main threat for ecotourism in Turkey.

[1]

(c) Explain ways in which the impact of negative influences on ecotourism in Turkey can be managed through marketing and promotion.

3

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(d) (i) Draw and label a graph of the **six** stages of the product life cycle model in the space below.

	(ii)	At which stage of the product life cycle would you place ecotourism in Turkey? Give one reason for your answer.	For Examiner's Use
		Stage of life cycle	
		Reason	
	1	[2]	
(e)		plain how the marketing mix can be used in order to improve the image of tourism products in Turkey.	
		[5]	

[Total: 25]

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Qu	estic	on 2		For
	(a)	(i)	Define the term brand loyalty.	Examiner's Use
			[1]	
		(ii)	Give one example of how a visitor attraction influences the brand loyalty of its customers.	
			[2]	
	(b)		lain, with examples from the travel industry, how customers are persuaded to cch brands.	
			[5]	

Holidays	Flights	Hotels	
Worldwide package holidays.	 135 airlines to 1500 destinations. 	Discounts at over 30 000 hotels worldwide.	
Twin and multi centre holidays.	 View and print flight itineraries. 	Instant reservation confirmation.	
Luxury holiday apartments.			
Car Hire	Tours	Transfers	
• Car hire in 50 countries.	Fantastic attraction tickets.	Book online.	
• Print car hire vouchers online.	Escorted tours.Rail and self drive.	Great value.	

Fig. 1

Study Fig. 1 above, an example of the product and service mix of 'Global Travel', an online travel organisation.

(c) Give four examples of how the product/service portfolio of this online company appeals to a wide range of different market segments.

Example 1	
Example 2	
Example 3	
Example 4	[4]

Although 'Global Travel' operates within the public domain, the company's website also has a trade-only section.

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(d) Explain the benefits of using this type of distribution channel for the organisation.

[6] (e) Assess how online sales brochures, known as e-brochures, offer travel companies a more effective approach to promotion. [7] [Total: 25]

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Questic	on 3		
(a)		vide a brief description of the following pricing policies and give an example of how h policy is used in the travel and tourism industry.	Ex
	(i)	Market Skimming	
		Description	
		Example	
	(ii)	Variable Pricing	
		Description	
		Example	
		[4]	
		travel and tourism industry is a highly competitive market, in which price plays an ortant role in the buying decisions of customers.	
(b)	(i)	Explain the term <i>value for money</i> .	

.....

.....

.....

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[2]

(ii) Explain how value for money in relation to a package holiday is often associated with the features of the destination experienced by the customer.

	[6]
(c)	Explain the difference between a price maker and a price taker.
	[4]

(d)	Discuss the range of factors that influence the final price a customer is charged for a package holiday.	For Examiner's Use
	[6]	
(e)	Describe how travel and tourism providers use special offers as a marketing tool.	
	[3]	

[Total: 25

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For Examiner's Use 'Tourism Tasmania' carries out a visitor survey every year, in order to help plan better facilities for future visitors. The survey involves a face-to-face interview with the interviewer completing a

(a) Name the research technique used by 'Tourism Tasmania'.

copy of the printed questionnaire with the respondent's answers.

[1]

The questionnaire comprises a number of multiple-choice questions.

(b) Explain two benefits of this type of question for both the respondent and the market researcher.

..... [4]

Question 4

The questionnaire has a final section entitled 'about you'.

(c) Describe how the information that visitors provide in this section is used by 'Tourism Tasmania'.

[6]

The questionnaire asks for details about which information sources have been used in planning your trip to Tasmania.

(d) (i) Identify **three** forms of promotional material that potential visitors to Tasmania might use when planning their trip.

Promotional material 1	
Promotional material 2	
Promotional material 3	 [3]

(ii) Compare and contrast the effectiveness of two of these promotional materials in marketing tourism in Tasmania. [6] (e) Explain the marketing function of organisations such as 'Tourism Tasmania'. [5]

[Total: 25]

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