

Candidate Name \_\_\_\_\_

Centre Number

Candidate  
Number

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**CAMBRIDGE INTERNATIONAL EXAMINATIONS  
CAREER AWARD IN TRAVEL AND TOURISM**

**5252**

Optional Module: Marketing and Promotion (Standard Level)

**OCTOBER 2002**

**TIME** 2 hours 30 minutes

**INSTRUCTIONS TO CANDIDATES**

Write your name, Centre number and candidate number in the spaces provided at the top of this page and on any separate answer paper used.

Answer **all** questions.

Write your answers in the spaces provided on the question paper.

At the end of the examination attach securely any extra sheets to the question paper booklet.

**INFORMATION FOR CANDIDATES**

The number of marks is given in brackets [ ] at the end of each question or part question.

Calculators and dictionaries may be used.

FOR EXAMINER'S USE	
Q1	
Q2	
Q3	
Q4	
TOTAL	

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**This question paper consists of 11 printed pages and 1 blank page.**

- 1 A conference was held in the State of Victoria, Australia, in the summer of 1999, to compile a 5 year Tourism Development Strategy and a series of regional Market Segment plans.

The SWOT Analysis, which resulted from this conference, indicates the direction forward for the marketing of tourism in the State of Victoria.

- (a) Complete the SWOT Box below, and place the letter for each statement under the correct SWOT heading.

**'TOURISM VICTORIA' SWOT ANALYSIS RESULTS**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<b>OPPORTUNITIES</b>	<b>THREATS</b>

- A Strong market positioning of Tasmania, the neighbouring island state with its similar landscape and climate
- B Partnership marketing with neighbouring states
- C Diverse natural features - alpine, rainforest, desert, coastal
- D Retail travel agents and inbound operators have low awareness of Victoria's natural attractions
- E More detailed research required to determine if customer service standards match expectations
- F Support from private sector enterprises is not yet guaranteed
- G Cultural and heritage product/positioning is well established
- H Partnerships between tour operations and available facilities not fully established.

[8]

(b) Identify **three** priorities from the marketing analysis information provided by the SWOT, which you would include in the Tourism Development Strategy for Victoria. Give a reason for each priority.

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..... [6]

(c) The results of PEST influences in the State are reported below.

- A Close proximity to tourism hubs and access points
- B Victoria attracted a 27% share of all international tourism arrivals to Australia in 1999, which was a 4% increase on the previous year
- C Government commitment to the development of nature-based tourism in Victoria has been discussed at national level
- D The seasonality of nature-based tourism products will affect the tourism trade in the State.

(i) Which of the above statements supports the positive economic influence of tourism in Victoria?  
..... [1]

(ii) Which of the above statements suggests a negative social impact of tourism in the area?  
..... [1]

(iii) Will political influences in Victoria have a positive or negative impact on the tourism industry? Give reasons for your answer.  
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..... [3]

(d) Discuss the aims and objectives of marketing and promotion for local and national government tourism providers.

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[6]

- 2 The Market Segment Plan for 'Tourism Victoria' is based on detailed research evidence from 1999.
- (a) (i) Figures relating to areas of interest to international visitors can be gathered from questionnaires and face to face interviews. What type of research are these methods?  
 ..... [1]
- (ii) Give **three** possible sources from which domestic and international visitor numbers might be obtained.  
 .....  
 .....  
 ..... [3]
- (iii) What type of data is acquired through the use of open questioning techniques?  
 ..... [1]
- (b) 'Tourism Victoria' was able to identify the main market segments that match the natural attractions and nature-based tourism activities available in the state. Table 1 below provides details of the characteristics of specific segments. Table 2 identifies the range of nature-based tourism activities available.

Table 1

<p><b>Segment A – Socially Aware</b></p> <p><i>Characteristics</i></p> <ul style="list-style-type: none"> <li>• politically / community active</li> <li>• 35-49 years old</li> <li>• up market professionals</li> <li>• high level of disposable income</li> <li>• status seekers</li> </ul>	<p><b>Segment B – Family based</b></p> <p><i>Characteristics</i></p> <ul style="list-style-type: none"> <li>• family focused lives</li> <li>• 28-49 years old</li> <li>• cautious of new things</li> <li>• some disposable income</li> <li>• domestic, interstate visitors</li> </ul>
<p><b>Segment C – Traditional</b></p> <p><i>Characteristics</i></p> <ul style="list-style-type: none"> <li>• retired / middle aged</li> <li>• good family living</li> <li>• passive income earners</li> <li>• broad range of interests</li> <li>• international visitors</li> </ul>	<p><b>Segment D – Young Optimists</b></p> <p><i>Characteristics</i></p> <ul style="list-style-type: none"> <li>• adventure seekers</li> <li>• 18-24 years old</li> <li>• trend setters</li> <li>• limited income</li> <li>• experimental lifestyle</li> <li>• international visitors</li> </ul>

Use the information from the above table to suggest which market segment each of the following nature-based tourism activities would most appeal to, using letters A, B, C, or D.

Example : Wilderness – Segment A

**Table 2**

Backpacking _____	Nature experience / wildlife _____
Beach holidays _____	Sailing _____
Bushwalking _____	Scenic Tours _____
Historic Sites _____	Skiing _____
National Parks _____	

[9]

(c) Name **three** characteristics of market segments.

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[3]

- (d) Using the four market segments from Table 1 in question 2 (b), discuss how accommodation and transport providers meet the differing needs of each segment.

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3 An 'all inclusive' holiday package is made up of many components.

(a) Identify the **three** main products that a tourist receives as part of this package.

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..... [3]

(b) Name **two** additional services, which might be available to clients within an 'all inclusive' resort.

.....  
..... [2]

(c) What benefits are there for tour operators in providing 'all-inclusive' packages?

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..... [3]

(d) Which type of pricing strategy is most appropriate for these types of holidays? Give reasons for your answer.

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..... [3]

(e) At which stage of the product life cycle would you place the concept of an 'all inclusive' package holiday? Give reasons for this product positioning.

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(f) Explain the factors which will affect the price of a holiday package.

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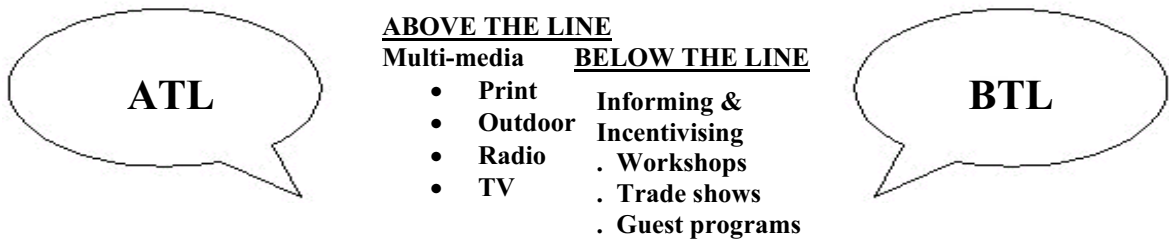
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[8]

4 The South African Tourism Board (SATOUR) identified that 90% of direct marketing expenditure over the next 5 years would be targeted at the top 6 tourism generators to the country. These are the UK, the USA, Germany, the Netherlands, Italy and France.

Study the diagram below.



(a) Give **one** specific example of direct marketing that the SATOUR organisation could use with potential clients from Europe.

..... [1]

(b) What are the main differences between "above the line" marketing activities and "below the line" activities as shown in the table?

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(c) Give **one** technological development in promotional methods and explain why it benefits national tourism authorities.

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..... [3]

(d) Describe the different constraints which all travel and tourism providers face, when promoting their products and services.

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(e) SATOUR decide to make closer links with GARTOUR (The Garden Route Tourism Marketing Association), which controls the marketing of the Garden Route Coast to the international market, by promoting the tourism products and attractions of the area.

Give one example of a distribution channel which might be used by these organisations and explain how it is used to make tourism products available to customers.

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..... [3]

(f) GARTOUR aims to promote a comprehensive tourism package - the Greater Cape Route, which includes accommodation, transport and leisure activities. This area is particularly suited as a tourism destination because of its location.

Explain why location is an important factor in the marketing of any tourism destination.

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