

Centre Number	Candidate Number	Name
---------------	------------------	------

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Travel and Tourism
Standard Level

TRAVEL AND TOURISM

5252/01

Marketing and Promotion

October 2003

Candidates answer on the Question Paper.

2 hours and 30 minutes

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 in the spaces provided on the Question Paper.
You may use a soft pencil for any diagrams, graphs or rough working
Do not use staples, paper clips, highlighters, glue or correction fluid.

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.

If you have been given a label, look at the details. If any details are incorrect or missing, please fill in your correct details in the space given at the top of this page.

Stick your personal label here, if provided.

For Examiner's Use

To use as needed

This document consists of **9** printed pages and **3** blank pages.

1 The State of Arizona, USA, recently published the results of a state-wide SWOT Analysis of its tourism provision.

(a) The following statements reflect the strengths, weaknesses, opportunities and threats of the Arizona tourism industry.

- A High levels of competition exist as customers are drawn by attractions in other states.
- B Poor road sign-posting exists in rural areas.
- C Extensive air services are offered by America West and Southwest airlines.
- D Promotion of the Canamex Corridor as a scenic byway will increase ground traffic in the state.
- E Great natural attractions nearby including the Grand Canyon, Colorado River, and the Sonora Desert.
- F Negative press coverage of border issues has led to the image of the state being unsafe.
- G Western heritage sites continue to be developed.
- H There is no coastline in the state.

Write the letter of each statement under the correct heading within the boxes below.

Strengths	Weaknesses
Opportunities	Threats

[8]

(b) The results also showed key issues of a PEST Analysis.

Use the following statements to identify the positive and negative influences of political, economic, social and technological issues within the State of Arizona, USA.

- A Workforce shortages exist because of the availability of unskilled labour in the State.
- B When the American Dollar is strong, European and other travellers cannot afford to travel to the USA.
- C Legislation in the State tends to be very conservative.
- D There are few man-made attractions within the State.

Place the letter of these statements under the correct headings in the table below.

	Positive (+)	Negative (-)
Political		
Economic		
Social		
Technological		

[4]

(c) Information relating to the PEST and SWOT Analyses was obtained through primary and secondary research methods.

(i) State the main differences in the **methods** which are used to obtain primary and secondary research data.

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

(ii) Identify the main disadvantage of primary research.

..... [1]

(iii) Identify the main disadvantage of using secondary research.

..... [1]

(iv) Give one example of a secondary data source.

..... [1]

(d) Explain why the Tourist Authorities in the State of Arizona market the products and services of its travel and tourism industry.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [8]

2 Surveys conducted by the Yukon Government identified general market segments for travellers to the Western Arctic. This enabled tour operators to develop suitable products meeting the needs of these specific target markets.

The following market characteristics were discovered:

- A European Adventure Travellers (Three-week, outdoor-based holidays, high visitor spend, expect high quality product)
- B Do-it-Yourself Explorers (Backpackers, cyclists, low budget, younger age group, environmentally and socially conscious)
- C Adventure Collectors (Full time employment, family travellers, average age 35, high income, new experiences)
- D Empty-Nesters (Retired or full-time employment, two adults, average age 49, mid-range income, use travel agents to plan ahead, safety important)

(a) Use this information to match the market segment to the following targeted products:

2-5 DAY TOUR PACKAGES WITH HOTEL BASE

Suitable for Segment

FLY/DRIVE, WILDERNESS LODGES, GUIDED ADVENTURES

Suitable for Segment

ADVENTURE TRAVEL PACKAGES - DOG SLEDDING, NATIVE CAMPS, CLIMBING, FISHING

Suitable for Segment

GUIDEBOOKS, DAY TOURS, CANOE AND BIKE RENTAL

Suitable for Segment

[4]

(b) State which characteristics are normally used to define market segments within the travel and tourism industry.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[7]

3 (a) Identify **three** main products of a National Art Gallery.

.....
.....
..... [3]

(b) Identify **three** linked services you would expect a National Art Gallery to provide for its visitors.

.....
.....
..... [3]

(c) Explain why travel and tourism products are sometimes difficult to distinguish from services.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [8]

(d) Describe **three** ways in which products and services of a National Art Gallery are usually made available to customers.

.....
.....
..... [3]

(e) Give **two** methods **and** their advantages for a National Art Gallery to use in promoting its products and services.

Method 1

Advantages

Method 2

Advantages

..... [6]

(f) Identify **two** main constraints on Travel and Tourism providers when producing effective promotional material.

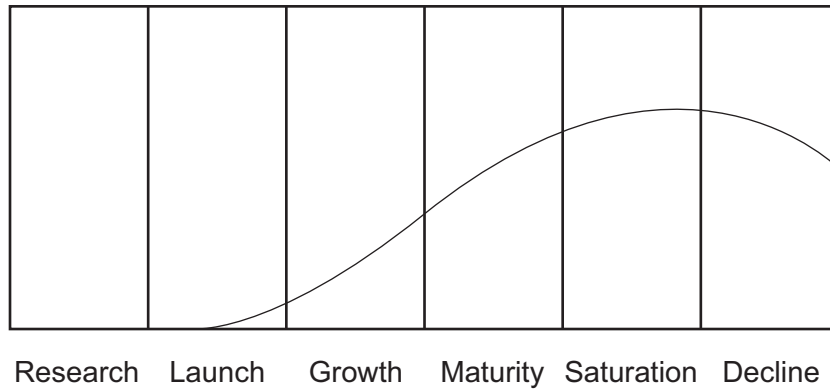
.....

..... [2]

4 Package holidays to the 'Spanish Costas' first emerged in the 1950's and 1960's when advances in air transport reduced the cost of flying. Many other destinations have benefited from the introduction of package holidays since this time.

(a) (i) On the product life cycle graph below, circle the word which best identifies where package holidays to the 'Spanish Costas' should be placed.

Product Life Cycle



[1]

(ii) Give an example of other tourism products or destinations at each of the following stages on the product lifecycle **and give a reason** for your choice:

Launch
.....
.....

Maturity
.....
..... [4]

(b) Discuss how the specific product features of a package holiday have developed over the last 50 years.

.....
.....
.....
.....
.....
..... [6]

(c) Describe **two** ways in which location has become an important feature of the marketing mix for package holidays.

.....
.....
.....
.....
.....
..... [6]

(d) Discuss the various pricing strategies that tour operators have used in selling package holidays over the past 50 years.

.....
.....
.....
.....
.....
..... [6]

(e) Identify **two** reasons why pricing policies of package holidays sometimes change.

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

