

Centre Number	Candidate Number	Name
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge International Diploma in Travel and Tourism  
Standard Level

**TRAVEL AND TOURISM**

**5252/01**

Marketing and Promotion

May 2004

Candidates answer on the Question Paper.  
No Additional Materials are required.

**2 hours and 30 minutes**

**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, music 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 **12** printed pages.



**Question 1**

From a recent investigation of its tourism provision, Pushkin City Administration in Russia has published a 10-year tourism strategy. One of the main objectives of this strategy is to develop an advertising campaign for Pushkin.

**(a)** Give **two** reasons why advertising tourist facilities within the city is important.

Reason 1: .....

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Reason 2: .....

..... [2]

**(b)** WTO (World Tourism Organisation) statistics show that Russia currently generates only 1.5% of world tourism.

**(i)** Consumer spending and employment figures are used to help calculate the contribution of tourism to a country's economy. Identify the *type* of research data used in these calculations.

..... [1]

**(ii)** Give **two** examples of how Pushkin could identify its competitors.

Example 1: .....

.....

Example 2: .....

..... [2]

(c) Pushkin City Administration used a full situation analysis to identify strengths, weaknesses, opportunities and threats of its tourism provision, as in the statements below.

- A** Pushkin's closeness to St Petersburg makes it a destination more suited to day visits than an overnight stay.
- B** The University has the potential to be a centre of expertise and research for the Russian Tourism industry.
- C** World-class palaces, parks and architecture exist.
- D** Most signs and printed materials are in Russian, causing language barriers for international visitors.
- E** Not all shops in the city accept credit cards.
- F** The existing calendar of events needs extending to include off-peak attractions.
- G** Proximity to St Petersburg's Pulkovo airport with good public transport links.
- H** Political / Economic situation may discourage visitors from abroad.

Place the letter of each statement under the correct heading within the table below.

Strengths	Weaknesses
Opportunities	Threats

[8]

(d) The political, economic, social and technological influences on the tourist industry in Pushkin have also been published.

- A Tourism Information Systems are being updated in Pushkin to include computerised reservation systems.
- B Group Tours, which make up 60% of all visitors, spend on average 2 hours in the city.
- C Federal approval of the 10-year strategy has been given.
- D The media has created an image of crime and poverty within Russia.

(i) Which of these statements shows a negative social influence?

..... [1]

(ii) Which statement shows a positive technological influence?

..... [1]

(iii) Which statement shows a positive political influence?

..... [1]

(iv) Which statement shows a negative economic influence?

..... [1]

(e) The Pushkin 10-year strategy has been described as “product-led, rather than market-focused”. Explain the difference between these marketing models, with reference to tourism provision in Pushkin.

..... [8]

**Question 2**

- (a) (i) Give **two** examples of demographic segmentation commonly used by Travel and Tourism providers to identify specific target markets.

Example 1: .....

Example 2: ..... [2]

- (ii) Describe how socio-economic characteristics may be used to target specific travel and tourism customers.

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..... [2]

- (iii) Define the term 'psychographic segmentation'.

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..... [1]

- (b) (i) Low-cost budget airlines are gaining in popularity over short-haul scheduled airlines, according to the results of a recent survey.

- (i) Identify **two** features of the product offered by a low-cost budget airline.

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

- (ii) At which stage of the product life cycle would you place low-cost budget airlines? Give a reason for your choice.

Stage: .....

Reason: .....

..... [2]

(c) Describe the types of customer attracted by budget airlines.

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..... [4]

(d) Explain how low-cost budget airlines have used a range of distribution channels to reach a wider target market.

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..... [6]



**Question 3**

Advertising is an important part of the marketing process for travel and tourism providers.

**(a)** Put the following stages of an advertising campaign into the correct sequence.

Implementation		Evaluation
	Research	
Preparation		Planning

1. ....
2. ....
3. ....
4. ....
5. .... [5]

**(b) (i)** Which stage would involve finding out about customers' buying habits and competitors' activities?

..... [1]

**(ii)** Which stage would include choosing promotional methods and media, as well as setting the advertising budget?

..... [1]

**(iii)** Give two purposes of the evaluation stage.

Purpose 1: .....

Purpose 2: ..... [2]



(c) Describe how a travel and tourism provider uses the AIDA principle to create effective promotional materials.

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(d) Explain the advantage of 'public relations' as a promotional tool for Tour Operators.

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(e) Assess the costs and benefits of 'direct marketing' as a method of promotion for a hotel chain.

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**Question 4**

In recent years, acts of international terrorism have affected tourism trends worldwide. Before the Autumn 2002 bombing, Bali was a popular island destination attracting large numbers of UK and Australasian tourists. The World Travel Market responded to the terrorist attack on Bali by publishing a special report in November 2002 on the destination and proposed changes to the pricing policies used for its travel and tourism products.

**(a)** Identify factors about Bali's location that contribute to its popularity as a tourist destination.

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..... [6]

**(b) (i)** Identify the pricing policy that tour operators were using in Bali prior to the incident in 2002.

..... [1]

**(ii)** Give **two** reasons for your choice.

Reason 1: .....  
.....  
Reason 2: .....  
..... [2]

**(c) (i)** Choose **two** alternative pricing policies that tour operators might consider to overcome tourists' initial reaction to stay away from destinations following such attacks.

Choice 1: .....  
Choice 2: ..... [2]

(ii) Describe the short-term objectives that would lead tour operators to change to your chosen pricing policies.

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[6]

(iii) Explain the long-term impact that pricing policies may have on supply and demand for the tourism product in Bali.

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