

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

TRAVEL AND TOURISM

5252/01

Marketing and Promotion

May 2005

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.

For Examiner's Use

To use as needed

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

Question 1

Market research is widely used within the travel and tourism industry.

(a) Give **two** reasons why market research is carried out.

Reason 1:

Reason 2: [2]

There are a number of ways that travel and tourism providers use to obtain information directly from customers. For example, tour operators sometimes use focus groups in their research.

(b) (i) Identify the type of data that is obtained using a focus group.

..... [1]

(ii) Give **two** advantages of using focus groups, rather than in-depth interviews, as a research method.

Advantage 1:

Advantage 2: [2]

“Alternative tourism” involves travel that encourages interaction with the local environment, people and communities. This includes natural and cultural tourist activities. The Bulgarian Association for Alternative Tourism recently carried out a situation analysis of tourism within Bulgaria, an Eastern European country. The results of this analysis are given in the statements below.

- 1 Most people who work in tourism have some basic tourism knowledge.
- 2 Bulgaria is promoted well on the Internet: e.g. www.discoverbulgaria.com.
- 3 The government has not yet developed a national tourism strategy.
- 4 Many traditional crafts and skills are not regularly used and are disappearing.
- 5 Bulgaria has many natural, historical and cultural resources.
- 6 Tourism infrastructure and services need improving.
- 7 Low prices create an image of Bulgaria as a low quality destination.
- 8 The marketing budget for promoting Bulgaria as a tourism destination is limited.
- 9 New tourism laws are needed.
- 10 Little market research of Bulgaria as a holiday destination has been carried out.

(c) Use the above statements to identify the following, in relation to tourism development in Bulgaria.

- | | | |
|-------------------------------|------------------|---|
| (i) One strength: | Statement Number | <input style="width: 50px; height: 30px;" type="text"/> |
| (ii) One weakness: | Statement Number | <input style="width: 50px; height: 30px;" type="text"/> |
| (iii) One opportunity: | Statement Number | <input style="width: 50px; height: 30px;" type="text"/> |
| (iv) One threat: | Statement Number | <input style="width: 50px; height: 30px;" type="text"/> |

[4]

(d) Using the statements above, identify **two** positive and **two** negative external influences on tourism activity within Bulgaria.

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

[4]

(e) Describe **two** ways in which marketing could be used to encourage the development of alternative tourism in Bulgaria.

Example 1:

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Example 2:

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..... [6]

(f) Explain the marketing function of an organisation such as the Bulgarian Association for Alternative Tourism.

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..... [6]

Question 2

A target market within travel and tourism may consist of several segments.

(a) (i) Define the term “*target market*”.

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..... [1]

(ii) List **two** of the main methods used to segment the travel and tourism market.

Method 1:

Method 2:

[2]

A major tourist attraction has analysed its customers and has identified three market segments below.

Families with children	52%
Adventure seekers	26%
Foreign visitors	22%

(b) Choose **one** of these market segments. Give **two** examples of how the attraction could develop its products and services to meet the specific needs of customers within this segment.

Segment:

Example 1:

.....
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Example 2:

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[4]

The attraction in question (b) is a popular theme park.

(c) (i) State **one** main product of a theme park.

Product: [1]

(ii) Suggest **two** ancillary services of a theme park.

Service 1:

Service 2:

[2]

The marketing department of the theme park uses the product life cycle model.

(d) (i) Identify the stage on the life cycle model which is most appropriate for this theme park. Give **one** reason for your choice.

Stage:

Reason:

..... [2]

(ii) Explain why the theme park uses the product life cycle model.

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The theme park uses a variable pricing strategy.

(e) (i) Give another term for “variable pricing”.

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(ii) Discuss other pricing strategies that the theme park could use.

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Question 3

In tourism, the distribution channel attracts customers to destinations. This process often involves the use of a travel intermediary or agent.

(a) (i) Define the term “intermediary”.

..... [1]

(ii) Identify **three** functions of the travel intermediary’s role.

Function 1:

Function 2:

Function 3: [3]

(b) Use the space below to illustrate the channel of distribution involved when a customer uses a travel intermediary to make a package holiday booking.

[3]

(c) Explain how physical location affects a customer’s choice of holiday destination.

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The Internet provides many websites offering virtual tours of different worldwide holiday destinations.

(d) (i) Define the term “*virtual tour*”.

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..... [2]

(ii) Assess the effectiveness of a virtual tour in promoting a particular destination.

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Question 4

“2004 - record breaking visitor arrivals and room occupancy in Hong Kong. The opening of Disneyland and an increasing number of international trade fairs and conferences have also set to boost arrival numbers in 2005.”

(a) Identify **two** characteristics of the brand image associated with the Disneyland brand.

Characteristic 1:

Characteristic 2: [2]

(b) (i) Explain the impact that increased room occupancy rates has on hotel tariffs.

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..... [4]

(ii) Explain other factors that will influence the actual tariff used by hotels in Hong Kong in 2005.

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..... [6]

(c) Give **two** reasons why Hong Kong might be chosen to host international trade fairs.

Reason 1:

Reason 2:

[2]

(d) (i) Identify **three** methods of promotion when communicating with the business travel market.

Method 1:

Method 2:

Method 3:

[3]

(ii) Assess the factors which will influence the success of a promotional campaign targeted at the business travel market.

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[8]

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