

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 2006

**2 hours and 30 minutes**

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.

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	
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<b>Total</b>	

This document consists of **12** printed pages.

**Question 1**

The Beijing Municipal Bureau of Tourism is working in partnership with the Olympic Organising Committee in order to prepare the city for the Summer Olympic Games in 2008 and for the increased number of visitors it will attract.

The results from a full situation analysis of tourism in Beijing are given below:

1. The Marriott International hotel chain will open two more hotels within the city in 2007.
2. English is not widely spoken throughout China.
3. 3 million cars and 10 million bicycles use the city's roads, often causing traffic jams.
4. The airport in Beijing has been expanded to include a VIP lounge.
5. Visitors to China are advised always to travel with a tour guide for reasons of personal safety.
6. Toilets and other facilities are being built around heritage sites such as Tiananmen Square, the Summer Palace and the Forbidden City.
7. Local residents are being trained using government funding, in order to provide tourism services for visitors to the Olympic Games.
8. Beijing is already China's top tourist destination.

- (a) (i) Identify the statement from the list which shows the greatest strength in tourism in Beijing.

Statement Number ..... [1]

- (ii) Identify **one** statement from the list which suggests a weakness in tourism in Beijing.

Statement Number ..... [1]

- (iii) There are many opportunities for improving tourism in Beijing. Select **one** statement from the list that offers such an opportunity.

Statement Number ..... [1]

- (iv) Identify **one** statement from the list that poses the biggest threat to tourism provision in Beijing.

Statement Number ..... [1]



(e) The Beijing Olympic mascot was carefully selected from over 600 suggestions in June 2005. The mascot carries huge marketing potential for the Olympic Games and for tourism in Beijing through the use of merchandising.

(i) Define the term *merchandising*.

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..... [2]

(ii) Explain why marketing and promotion of the 2008 Olympic Games is important to the tourism industry of China.

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(c) Travel products are one of the four products most often sold on the Internet. Plane tickets valuing \$13.5 billion were sold on-line in 2004.

(i) Give **one** advantage and **one** disadvantage of on-line sales for the airline company.

Advantage .....

Disadvantage ..... [2]

(ii) Explain why electronic ticketing is popular with air passengers.

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..... [2]

(iii) Draw a distribution diagram to show how on-line tickets are supplied to customers. [2]

(d) The growth of passenger air traffic has placed more pressure on airports. Existing airport terminals have been expanded and new terminals have been constructed to replace those which could not cope with increased air passenger numbers.

Identify **six** factors of location that are particularly important when choosing the site of new airport terminals.

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**Question 3**

A car rental company wanting to target its existing customers in order to generate more sales, carries out market research. It uses its large customer database to identify its most profitable customers and to construct a customer profile.

**(a) (i)** State the type of data used by the car rental company.

..... [1]

**(ii)** Explain how a customer profile is used in the market research process.

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**(b)** Compare the benefits of quantitative and qualitative research data.

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(c) Many tourists see holiday car rental as an avoidable extra expense.

Use the product life cycle model to describe the position of car rental within the tourism industry, giving a reason for your answer.

Position on product life cycle model .....

Reason .....

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..... [3]

(d) Explain how the car rental market could be segmented. Give at least **two** examples of different market segments.

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(e) A car rental company is finding it difficult to stay in business. It has been advised to review its marketing mix.

(i) Name the **four** elements of the marketing mix.

Element 1 .....

Element 2 .....

Element 3 .....

Element 4 ..... [4]

(ii) Select the **one** element of the marketing mix on which the car rental company should focus its marketing efforts in your opinion. Give a reason for your answer.

Element .....

Reason .....

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..... [3]

**Question 4**

Most tourism organisations use publicity materials as the main method of communicating with potential clients.

**(a) (i)** Give **three** examples of printed publicity materials used by tourism providers.

Example 1 .....

Example 2 .....

Example 3 ..... [3]

**(ii)** State **two** main purposes of printed publicity materials.

Purpose 1 .....

Purpose 2 ..... [2]

**(b)** Modern technology provides several alternatives to brochures.

Identify **one** technological alternative to a holiday brochure and describe how it works.

Alternative .....

How it works .....

.....

..... [3]



(e) The five main stages in organising a promotional campaign are listed below. Put these into the correct sequence.

Evaluate effectiveness

Decide on core message and media

Identify target market

Set aims and objectives

Set budget

Stages of a promotional campaign

Stage 1 .....

Stage 2 .....

Stage 3 .....

Stage 4 .....

Stage 5 ..... [5]

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