

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

October 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	
2	
3	
4	
<b>Total</b>	

This document consists of **12** printed pages and **4** blank pages.

**Question 1**

Caye Caulker, a small island off Belize, is situated two kilometres west of the Belizean Barrier Reef in Central America. It has a population of 1 300 and provides 887 hotel rooms in wooden beach hut accommodation for visitors. Most tourism activities are linked to diving in and around the reef.

The Belize Tourism Industry Association (BTIA) has recently conducted SWOT and PEST analyses in order to identify how to improve tourism in Caye Caulker. The results of the analyses are given below:

1. Transportation around the island is by electric golf cart which reduces environmental pollution.
2. The island has attractive beaches and is rich in marine life.
3. Caye Caulker experiences tropical weather systems including hurricanes.
4. Many local residents rely on tourism for their living.
5. High foreign investment reduces income from tourism for the islanders.
6. Promoting the island's eco-cultural tourism may attract new target markets.
7. Belize is described as the most expensive country for tourists in Central America.
8. Belize has a poor relationship with its neighbour Guatemala where cruise ships dock because of shared tourism receipts.

**(a) (i)** Using the statements above, identify **two** threats to tourism in Caye Caulker.

Threat 1: Statement number .....

Threat 2: Statement number ..... [2]

**(ii)** Using the statements above, identify **two** economic influences on tourism in Caye Caulker.

Economic influence 1: Statement number .....

Economic influence 2: Statement number ..... [2]

**(b) (i)** Identify the main marketing opportunity for tourism in Caye Caulker.

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..... [1]

- (ii) Describe the role that organisations such as the Belize Tourist Industry Association could play in the marketing process.

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..... [6]

- (c) The tourism product in Caye Caulker is at present limited and does not appeal to the mass tourism market.

- (i) Define the term *tourism product*.

.....

..... [1]

- (ii) Give **three** examples of tourism products that tourists would expect to find on an island such as Caye Caulker.

Example 1 .....

Example 2 .....

Example 3 ..... [3]

- (iii) Describe what is meant by the term *mass tourism market*.

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..... [2]

(d) Explain how tourism providers in a destination such as Caye Caulker could attract a wider range of tourists.

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[8]

**Question 2**

The use of secondary marketing research is important in the travel and tourism industry. Statistical analysis of a variety of sources of data provides key information for marketing decisions.

**(a) (i)** Give **two** examples of statistical data sources from the accommodation sector.

Example 1 .....

Example 2 ..... [2]

**(ii)** State **two** ways in which statistical data can be obtained using promotional sources.

Example 1 .....

Example 2 ..... [2]

		(% of visitors)
<b>Age</b>	<25	6.3
	25-34	13.5
	35-44	21.6
	44-54	21.2
	>55	37.4
<b>Gender</b>	Male	57.2
	Female	42.8
<b>Disability</b>	Yes	10.2
	No	89.8

**Fig. 1**

**(b)** The table in Fig. 1 provides information about visitors to a particular destination.

**(i)** Name the type of segmentation used in the table.

..... [1]

**(ii)** Use **three** pieces of information from the table to build a customer profile about a typical visitor to this destination.

1 .....

2 .....

3 ..... [3]

(c) Explain how the use of demographic information can help tourism providers to achieve customer satisfaction.

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..... [3]

(d) The product life-cycle model is often applied to tourism destinations.

(i) Choose **one** destination at the growth stage and give **two** reasons why it is at this stage.

Destination .....

Reasons .....

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

(ii) Describe how a destination could be re-branded in order to change its position on the life-cycle model.

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**Question 3**

The holiday market is very competitive and is price sensitive.

**(a)** Choose **two** pricing policies that a tour operator might use to attract price sensitive customers. Explain how each policy works.

Policy 1 .....

How it works .....

.....

Policy 2 .....

How it works .....

..... [4]

**(b)** Explain why “the going rate” is a competitor-based pricing strategy.

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..... [2]

**(c)** List **five** external factors that determine the price of a holiday.

Factor 1 .....

Factor 2 .....

Factor 3 .....

Factor 4 .....

Factor 5 ..... [5]



(d) The use of the Internet in the distribution of holidays also influences price.

(i) Draw a diagram to show how the Internet becomes part of a distribution channel in the sale of holidays.

[2]

(ii) Describe how the Internet as a distribution channel impacts on the price of holidays.

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[4]



**Question 4**

There are many ways in which an organisation can promote its products and services.

**(a) (i)** Describe how sponsorship works as a method of marketing communication.

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..... [2]

**(ii)** Give **one** example of how public relations can be used in order to promote a new resort.

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**(b)** Compare the use of leaflets and touch screens as forms of promotional materials when communicating with tourists.

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