



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Travel and Tourism
Standard Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

5252/01

Marketing and Promotion

May 2007

2 hours 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.

DO NOT WRITE IN ANY BARCODES.

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	
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Total	

This document consists of **13** printed pages and **3** blank pages.



Question 1

The Maldives offers more than 80 island resorts as well as hotel and guesthouse accommodation for holidaymakers.

Study the following descriptions of one resort and one hotel in the Maldives.

Angaga Island Resort and Spa – South Ari Atoll; Tel 450510, Fax 450520
Email: angaga@dhivenet.net.mv. Credit cards: Amex, Mastercard, Visa.
53 miles from airport/Malé.

- 50 air-conditioned detached beach bungalows with mini-bar, open-air shower and satellite TV
- Spa facilities including massage centre, beauty and hair treatments
- Restaurant, coffee shop, bar
- Souvenir shop
- Island hopping by dhoni (traditional boat)
- Evening fishing
- Surfing
- Waterskiing
- Catamaran sailing

This idyllic 4-star resort is located on one of the best coral reefs in the area and is ideal for snorkellers and divers.

Nasandhura Palace Hotel

Calm and quiet comfort for those who enjoy business and pleasure. 10 minutes by water taxi from airport. Tel: 338844

- 31 air-conditioned rooms
- Cable TV
- IDD telephone
- Hair dryer
- Mini fridge

Business point in reception and in cyber café.

Trends Garden restaurant serving vegetarian, Thai, Chinese, Mexican, Indian and international food.

(a) (i) Identify **one** product that both types of accommodation provide.

Product

..... [1]

(ii) Give **two** examples of services offered by the Angaga Island Resort.

Example 1

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Example 2

..... [2]

(b) Identify the target market for each accommodation provider.

Target market for Angaga Island Resort

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Target market for Nasandhura Palace Hotel

..... [2]

The Maldives Tourism Promotion Board is involved in the promotion of the 80+ island resorts to international tourists.

(c) Explain **three** reasons why marketing and promotion of the island resorts is important to the tourism industry of the Maldives.

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Question 2

The Arabian Gulf is one of the most accessible destinations in the world. Dubai was voted 'Best Destination' in the 2004 World Travel Awards but many tourists are still concerned about travelling to the Middle East.

A situation analysis of the Arabian Gulf as a tourism destination gives the following results:

1. Political instability in the area causes negative public reaction.
2. Dubai's rapid tourism development overshadows what the other Gulf States have to offer.
3. The region's historical, cultural and natural resources attract a wide range of tourism segments.
4. Many Gulf States are expanding airport provision to cater for the increase in passenger numbers. Qatar's new airport is due to open in 2009 and will cater for 60 million expected passengers.
5. Regional visitors do not visit tourist restaurants and do not often stay in tourist hotels therefore contribute little to the area's tourism receipts.
6. There is concern that some Arab States will become overdeveloped. Dubai has 11 major tourism development sites with wide-scale construction programmes currently underway.
7. The public sale and consumption of alcohol is banned for Muslims in the Arab States. Alcohol is, however, available for non-Muslims in tourist hotels. This can cause hostility between residents and tourists.
8. The World Tourism Organisation (WTO) forecasts that the Middle East will have the highest tourism growth rate and will double its market share by 2020.

(a) Using the statement numbers above, identify **two** positive and **two** negative external influences on tourism activity within the Arabian Gulf.

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

[4]

- (b) (i) Identify the statement from the list which shows the **greatest strength** in tourism in the Gulf States.

Statement number

..... [1]

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

Statement number

..... [1]

- (iii) There are many opportunities for improving tourism in the Gulf. 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 the Arabian Gulf.

Statement number

..... [1]

Emirates is the fastest growing airline in the world. It operates between 70 different destinations and links the Middle East to Europe, Africa, Asia and Australasia. It sells flights via a range of travel agents, tour operators and through direct sales on the Internet.

- (c) Use the space below in order to draw a model of the distribution channel used by the Emirates airline, clearly labelling the different intermediaries used within the chain.

[4]

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Question 3

A customer wishing to book a flight between Auckland in New Zealand and Singapore is quoted five different prices using six different airlines. (See Fig. 1 below.)

Transport Principal	Cost
Air New Zealand	NZD 1 595
Emirates	NZD 1 595
Malaysia Airlines	NZD 2 165
British Airways	NZD 4 495
Qantas Airways	NZD 4 879
Singapore Airlines	NZD 5 475

Fig. 1

(a) Give **three** reasons why the price of this flight might vary.

Reason 1

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Reason 2

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Reason 3

..... [3]

(b) Different airline companies use different pricing policies. Explain **two** policies relevant to the airline industry, giving appropriate examples.

Policy 1

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Policy 2

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..... [4]

Air New Zealand conducted research into the types of customer who use their services. A customer profile was constructed.

- (c) (i) Identify **two** possible research techniques that the airline might use in order to collect this data.

Technique 1

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Technique 2

..... [2]

- (ii) Suggest **two** characteristics used in order to segment the market in this research.

Characteristic 1

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Characteristic 2

..... [2]

Air New Zealand, like many airlines, attracts three main market segments - business flyers, leisure flyers and Internet fare shoppers.

- (d) Discuss how an effective marketing mix may be developed to enable an airline to meet the needs of different market segments.

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- (e) Like many airline companies, Air New Zealand has created a successful brand image. Use relevant examples for this airline company in order to explain the term *brand image*.

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[Total : 25]

Question 4

'Totally London' is a long-term marketing campaign run by the London Tourist Board to target domestic and overseas visitors. The campaign includes national press advertising, supported by promotional offers such as 2-for-1 deals to tourist attractions, special theatre offers, discounted short breaks and hotel packages through www.visitlondon.com. The campaign will also run in the USA, Europe and key long-haul markets with a promotional DVD.

- (a) Give **three** examples of marketing communication used in the 'Totally London' campaign.

Example 1

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Example 2

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Example 3

..... [3]

- (b) Assess the impact that the national press advertising campaign may have on visitor numbers to London.

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Sending video clips of tourist destinations to customers' mobile phones and using MP3 players to download travel guides are examples of how advanced technology may be used to market travel and tourism products in the future.

(c) Describe the appeal of this type of marketing of travel and tourism products.

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(d) Analyse the factors affecting the production of the promotional materials to support the 'Totally London' campaign.

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(e) Suggest how the marketing mix for London as a tourist destination might be developed as a result of the 'Totally London' campaign.

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[5]

[Total : 25]

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