

## UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

	CANDIDATE NAME			
	CENTRE NUMBER		CANDIDATE NUMBER	
* 2 5	TRAVEL AND	TOURISM	7096/02	
¢ 0	Marketing and Promotion		October/November 2007	
~			2 hours 30 minutes	
79283		wer on the Question Paper. aterials 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.

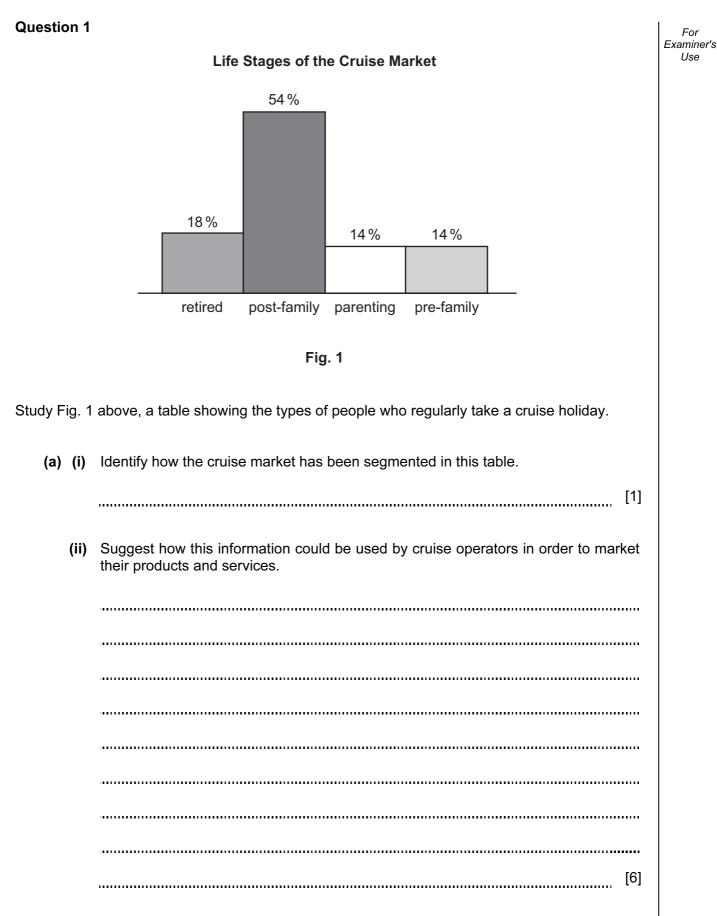
At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

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1	
2	
3	
4	
Total	

This document consists of **12** printed pages and **0** blank pages.





(b)	(i)	Describe <b>one</b> market research technique that could be used to obtain the data in Fig. 1.	For Examiner's Use
		[2]	
	(ii)	Give <b>two</b> advantages of this type of research technique.	
		Advantage 1	
		Advantage 2	
		[2]	
(c)		te at which stage of the product life cycle you would place the cruise market. Give reason for your answer.	
	Sta	ge of life cycle	
	Rea	ason	
		[2]	

(d)	Discuss the product/service mix associated with a cruise holiday.	For Examiner's
		Use
	[6]	
(e)	Explain why marketing and promotion are important to cruise operators.	
	[6]	
	[Total : 25]	

Quest	ion 2		For
(a	) (i)	Define the term <i>public relations</i> .	Examiner' Use
		[1]	
	(ii)	Describe <b>two</b> examples of how public relations are used in the travel and tourism industry.	
		Example 1	
		Example 2	
		[4]	
(b	) Exp poi	blain the benefits of printed publicity materials as a communication method from the nt of view of both the tourism provider <b>and</b> the customer.	
		[8]	

their products. ..... [8] ..... ..... (d) Describe the way in which the brand image of an airline company may be used to promote the company's travel products. ..... [4] [Total : 25]

(c) Explain how the AIDA principle can be used to benefit tourism providers in marketing

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Question 3		
The Hong Kong Tourism Authority carried out a situation analysis, in order to see how it could improve tourism provision in Hong Kong. The analysis was broken down into two parts – PEST and SWOT analyses.		
(a) Identify the four sections of a PEST analysis.		
Section 1		
Section 2		
Section 3		
Section 4		
[4]		

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The results of the SWOT analysis are given below.

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Strength	Hong Kong is a cosmopolitan destination, offering western tourists an opportunity to gain a positive experience of Asia.	Use
Weakness	Tourists complain about the lack of visitor information at the airport, ferry and cruise terminals, including signposts.	
Opportunity	Hong Kong has a wide product mix of natural beauty, history, cultural attractions, entertainment facilities, special events and is the gateway to mainland China.	
Threat	The media reports that the bird flu crisis originated in Eastern Asia, bringing a negative image for countries such as Hong Kong.	

(b) Select one priority for Hong Kong from the SWOT results above. Explain the role that tourism providers will have, working in partnership with the Hong Kong Tourism Authority, in tourism development.

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[8]

The Hong Kong Tourism Authority suggests the development of a wide range of tourism products for the country. These include the following:

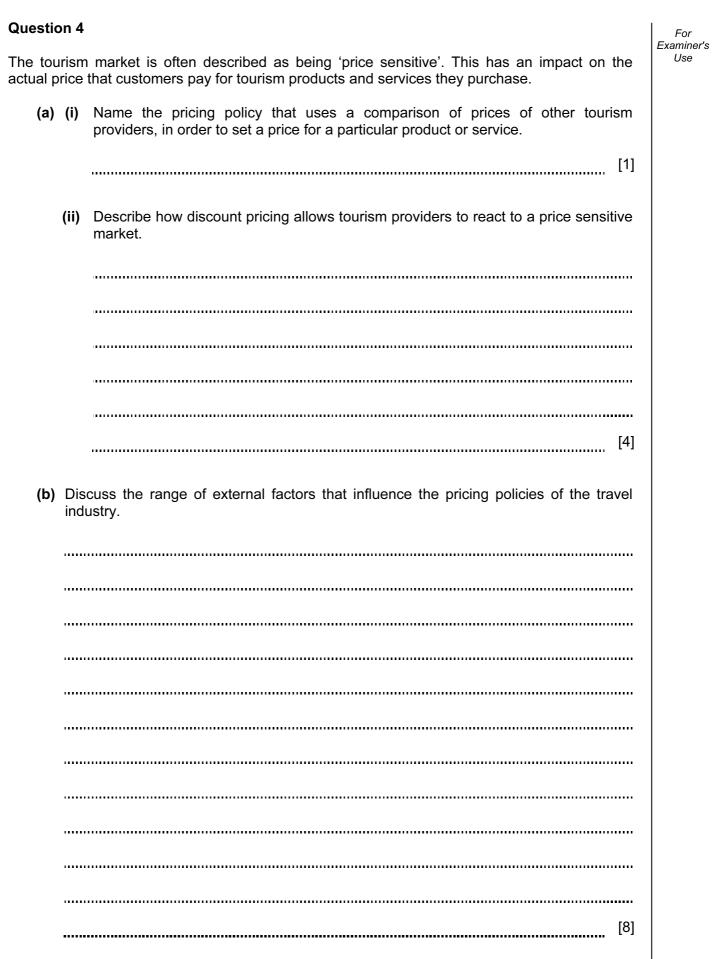
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- Waterfront attractions based on the successful night markets and quayside restaurants in Singapore.
- Food attractions highlighting the richness of oriental flavours/aromas in on-the-street cookery demonstrations.
- Natural medicine packages allowing visitors to experience a range of alternative health treatments.
- Mainland China guided tours appealing to visitors who enjoy multi-stay holidays.
  - (c) Imagine that you work for the Hong Kong Tourism Authority. Explain how you would develop the marketing mix for **one** of these new tourism products.

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Many of the tourism products identified by the Hong Kong Tourism Authority are intangible.

(d) (i) Define the term *intangible*.
[2]
(ii) Intangibility is usually a characteristic of a service. Explain why the characteristics of products and services of the travel and tourism industry are difficult to describe. Use examples to explain your answer.
[3]
[7otal : 25]



The tourism industry has developed a different chain of distribution in response to changing customer needs.

(c) (i) Explain the most common chain of distribution for a package holiday.

[3] \_\_\_\_\_ ..... (ii) Draw a diagram to illustrate your answer in (c) (i). [3] (d) An international hotel chain wishes to expand its business and build new hotels worldwide. Evaluate the factors that will influence the selection of suitable locations for these hotels. ..... [6] ..... [Total : 25]

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