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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

CANDIDATE NAME						
CENTRE NUMBER			CANDIDATI NUMBER	≣		

TRAVEL AND TOURISM

7096/02

Marketing and Promotion

October/November 2009

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.

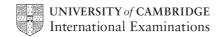
Answer all questions.

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 10 printed pages and 2 blank pages.



Question 1

Refer to Fig. 1 which shows information about The Irish National Tourism Development Authority (INTDA).

The Irish National Tourism Development Authority (INTDA) recently carried out research into the Irish Equestrian Tourism market. A marketing campaign, called The 'Land of the Horse', has been designed to attract increased numbers of visitors to Ireland, where visitor numbers have been falling in the past decade.

Research data was obtained through primary and secondary research methods.

Among its research findings, INTDA identifies three target market segments. These are:

- **Horse enthusiasts** spectators (show jumping), participants (riding); high disposable income, usually travel without children.
- Outdoor active families (activity-based holiday); price sensitive.
- **Cultural tourists** (natural way to experience local environment); high disposable income.

Fig. 1

(a)	(i)	State the difference between primary and secondary research data.
		[2]
		[2]
(ii)	Give two disadvantages of using primary research.
		Disadvantage 1
		Disadvantage 2 [2]
(b)	(i)	State which characteristic has been used to identify these target market segments.
		[1]
((ii)	Using the information from Fig. 1, suggest which tourism product would be most suitable from the following list. Give one reason for your choice of product for each segment.
		 Quality package including accommodation, tour and instruction. Day trip including visit to museum, tour guide and event ticket. Budget package, including pony trekking, picnic and hostel accommodation.
		Product chosen for horse enthusiasts Reason

Product chosen for outdoor active family Product chosen for cultural tourist Reason (c) Explain three benefits that the 'Land of the Horse' marketing campaign could have for the tourism industry of Ireland. Benefit 1 Benefit 2 Benefit 3 (d) (i) Refer to Fig. 1. At which stage of the product life cycle would you place tourism in Ireland? Give a reason for your answer. Stage of life cycle model

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(ii)	Name one example of other tourism products or destinations at each of the following stages on the product lifecycle. Give one reason for your choice.
	Research and development
	Reason
	Introduction
	Reason
	Growth
	Reason [6]
	[Total: 25]

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Question 2

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Himachal Pradesh is one of the northern states of India. The Ministry of Tourism for the region recently conducted a SWOT analysis of tourism provision in the area.

	,		
(a)	(i)	Explain what a SWOT analysis is.	
			•••
			4]
	(ii)	Give three reasons why it is important for tourism organisations, such as the Ministry of Tourism in Himachal Pradesh, to use SWOT analysis.	
		Reason 1	
			•••
		Reason 2	
		Reason 3	
		[[6]
	me c	of the results of the Himachal Pradesh Ministry of Tourism's SWOT analysis ar elow.	re
1. 2. 3. 4.	En\ Gui	rain is ideally suited for various adventure activities. vironmental factors create access difficulties for some regions. Ided tours have been improved but are expensive. Ideal crafts are not properly promoted.	
(b)	(i)	Identify the main threat for increased tourism in the area from the list of statements	S.
		Statement number: [[1]

	(ii)	Discuss how the Ministry of Tourism might use the marketing mix to maximise tourism spending.	For Examiner's Use
		[9]	
(c)		e Ministry of Tourism in Himachal Pradesh might also have carried out a PEST slysis.	
	(i)	Identify what the acronym PEST stands for.	
		P	
		E	
		s	
		T[4]	
	(ii)	State how PEST analysis differs from SWOT.	
		[1]	
		[Total: 25]	

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Question 3 (a) (i) List three main products of a hotel.

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(a)	(i)	List three r	main products of a hotel.	
		Product 1		
		Product 2		
		Product 3	[3	3]
	(ii)	State three	e services you would expect a hotel to provide for its customers.	
		Service 1		
		Service 2		
		Service 3	[3	}]
(b)	-	oackage hol ans.	iday is often described as a total tourism product. Explain what this	3
		•••••	[2	<u>']</u>

(c)		plain how a hotel can develop a product portfolio, in order to appeal to a wide range narket segments.	For Examiner's Use
		[9]	
(d)	(i)	Describe two pricing policies that a hotel may use, in order to attract customers.	
		Pricing policy 1	
		Description	
		Pricing policy 2	
		Description [4]	
	(ii)	Explain why the Internet is often used by leisure travellers when making a hotel	
	(")	reservation.	
		TA1	
		[4]	

[Total: 25]

Question 4

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The Sea World group operates sea-life visitor attractions worldwide and wishes to open a new attraction. The group uses a variety of promotional methods including sponsorship, sales promotion and direct marketing.

(a)	Des	scribe how each of the following promotional	methods works:	
	(i)	sponsorship		
	(ii)	sales promotion		
	(iii)	direct marketing.		
				[6]
(b)		Sea World group wishes to run a new pronstages of this campaign:	notional campaign. The following a	are the
		Measuring the results	Choosing an audience	
		Selecting appropriate media to use	Agreeing the budget	
		Setting the timing of the campaign	Setting the message	
	Put	the stages into the correct order.		
	1			
	2			
	3			
	4			
	5			
	6			[6]

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(c)	Explain the external factors that will influence the price a customer may pay to visit the new Sea World attraction.
	[5]
(d)	Discuss which features of place will influence the choice of location for any new visitor attraction .
	[8]
	[Total: 25]

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