UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

TRAVEL AND TOURISM **7096/02**

Marketing and Promotion **October/November 2012**

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 **15** printed pages and **1** blank page.

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Question 1

For Examiner's Use

Refer to Fig. 1, information about a destination audit carried out by the Maldives Ministry of Tourism, Arts and Culture.

The global financial crisis has reduced the number of tourism bookings to the Maldives. In January 2011, the Maldives Ministry of Tourism, Arts and Culture conducted a destination audit.

The purposes of this destination audit were:

- to survey industry partners in order to identify the competitors of the Maldives;
- to understand the core features of the Maldives tourism product;
- to find out whether the Maldives offers good value for money.

The results from the audit helped tourism authorities in the Maldives to develop their tourism product and to make strategic marketing decisions for the destination.

Fig. 1

(a) (i) Identify the market research technique used by the Maldives Ministry of Tourism, Arts and Culture in its destination audit.

.....[1]

(ii) Explain **two** advantages to travel and tourism organisations of using this research technique.

1 .....

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(iii) State at which stage of the product life cycle you would place the Maldives as a tourist destination. Give **two** reasons for your answer.

Stage on product life cycle model: .....

Reasons: .....

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.....[3]

(b) Destinations such as the Maldives have natural features which appeal to different market segments for different reasons.

Complete the table below to show the appeal of **two** different natural features to different market segments, giving a reason for your choice.

Natural feature	Market segment this appeals to	Reason for this appeal
1	1	
2	2	

[6]

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(c) Tourism in the Maldives uses the brand slogan 'The Sunny Side of Life'.

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(i) Other than using a brand slogan, give **two** examples of how a destination might create a brand image.

1 .....

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2 .....

.....[2]

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(ii) Analyse the importance of brand image for a destination such as the Maldives.

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....[9]

[Total: 25 marks]

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Question 2

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A situation analysis carried out by the Nepalese Government and the Nepalese travel trade led to an international tourism campaign 'Nepal Tourism Year 2011'. The aim of this campaign was to attract one million international visitors to Nepal.

The four statements in Fig. 2 are taken from the results of the analysis.

1.	Opportunity to improve and extend tourism-related infrastructures in existing and new tourism sites.
2.	The country's foreign exchange earnings will benefit from an increase in international visitor numbers.
3.	Local communities will be encouraged to provide products and services for tourists.
4.	The tourism campaign is fully supported by the Government of Nepal.

Fig. 2

(a) (i) Using the statement numbers from Fig. 2 above, complete the PEST table below, choosing only **one** statement under each heading.

Political	**Economic**
Social	**Technological**

[4]

(ii) A SWOT analysis was also carried out as part of the situation analysis for tourism in Nepal.

What do the letters SWOT stand for?

S .....

W .....

O .....

T ..... [4]

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(b) The Nepal Tourism Board has planned an international promotional campaign.

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(i) Explain **four** methods of promotion that could be used as part of this campaign.

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(ii) Discuss why travel and tourism organisations, such as the Nepal Tourism Board, carry out marketing and promotion.

For Examiner's Use

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[Total: 25 marks]

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Question 3

For Examiner's Use

Refer to Fig. 3, an information leaflet about an all-inclusive resort in the Dominican Republic, a Caribbean island.

BusyBodies Resort

A relaxed all-inclusive resort with friendly staff and reasonable prices.

- Lots of food choices
- Family rooms
- Free sports activities
- Indoor and outdoor swimming pools
- Private white sand beaches
- Children's clubs and pre-dinner entertainment
- Babysitting services
- All-inclusive packages available

Situated on the Amber Coast, with views of the Atlantic Ocean.

For further details and to make a booking, please visit your local travel agent or telephone the BusyBodies Tour Operator team direct.

Call toll-free 08000 4555 6666

Fig. 3

(a) (i) Identify the main market segment targeted by this resort.

.....[1]

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(ii) Identify and explain **three** ways in which the products or services at this resort may meet the needs of this target market.

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3 .....

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.....[6]

(b) An all-inclusive holiday package is made up of both tourism products and services.

Explain, using examples, **two** differences between a tourism **product** and a tourism **service**.

1 .....

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2 .....

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.....[4]

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(c) State **five** locational factors that may influence the decision to open a new holiday resort.

For Examiner's Use

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5 .....

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For Examiner's Use

(d) Discuss the advantages and disadvantages to the resort owners of using a range of distribution channels in order to sell an all-inclusive package holiday.

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[Total: 25 marks]

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Question 4

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Go Gansas is a budget airline, serving regional airports of Northern Europe. Many of its customers are short-haul business travellers.

(a) (i) Describe **two** pricing policies commonly used by budget airlines, such as Go Gansas.

1 .....

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(ii) Explain **two** external factors that might influence the prices charged by budget airlines, such as Go Gansas.

1 .....

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(b) Go Gansas uses an Internet website to advertise the services it offers.

For Examiner's Use

Explain **two** advantages and **two** disadvantages to budget airlines, such as Go Gansas, of using Internet website advertising.

Advantage 1 .....

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Advantage 2 .....

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Disadvantage 1 .....

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Disadvantage 2 .....

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.....[8]

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(c) Analyse how a budget airline may use the marketing mix to increase its customer numbers.

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.... [9]

[Total: 25 marks]

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