



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

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NUMBER

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TRAVEL AND TOURISM

0471/02

Marketing and Promotion

May/June 2009

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.

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.

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1	
2	
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Total	

This document consists of **12** printed pages.



Question 1

Fiji is an island destination in the South Pacific. The Fiji Tourism Bureau carried out a situation analysis of tourism provision, in order to set its marketing objectives for the next 10 years. Some of the results are given below.

- 1 Fiji's infrastructure cannot always cope with the increased demands that visitors place on it.
- 2 The South Pacific attracts high levels of foreign investment.
- 3 Fiji has a national air carrier (Air Pacific).
- 4 An increase in visitor numbers often causes the demonstration effect within island destinations such as Fiji.
- 5 Fiji's tourism product could be diversified, in order to include ecotourism packages.
- 6 Tropical storms occur regularly in this region.
- 7 Fiji experiences some political instability.
- 8 Cultural tourism in Fiji is popular with visitors from Australia and New Zealand.
- 9 Fiji attracts niche markets especially from the diving, fishing, honeymooners and cruise tourism segments.

(a) Using the statement numbers above, identify **two positive** and **two negative** external influences on tourism in Fiji.

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

[4]

(b) (i) Identify the **one** statement above that you think represents the greatest opportunity for tourism development in Fiji.

Opportunity

[1]

(ii) Give **two** examples of how tourism providers can use this opportunity, in order to improve tourism provision in Fiji.

Example 1

.....

Example 2

.....

[4]

(c) Explain why marketing and promotion are important to island destinations such as Fiji.

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..... [6]

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(d) (i) Define the term *niche market*.

.....
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..... [1]

Question 2

'Tourism Queensland' carried out market research, in order to gain a better understanding of the health and spa tourism market in Australia. The results of this research have been grouped under two main headings – 'usage statistics' and 'selection factors'.

(a) (i) Identify the type of data, which is likely to be included in 'usage statistics'.

Type of data [1]

(ii) Give **two** examples of possible information sources for this type of data.

Example 1

Example 2 [2]

(iii) Give **two** reasons why the results of the research into why people choose health tourism ('selection factors') may be difficult to interpret.

Reason 1

Reason 2 [2]

(b) State at which stage of the product life cycle you would place health and spa tourism. Give **one** reason for your answer.

Stage of life cycle

Reason

.....

..... [3]

(c) A customer profile of a typical Queensland health and spa tourist has been identified. Its characteristics are given below:

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- Female
- College educated
- Married
- High annual household income
- Aged 34 – 52.

(i) Identify the type of market segmentation used in this customer profile.

Type of market segmentation:

..... [2]

(ii) Explain how health and spa tourism providers can use the information identified in the above customer profile to increase usage.

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Question 3

Refer to Fig. 1, which shows reasons to hold a Meetings, Incentives, Conventions and Exhibitions (MICE) event in the Czech Republic.



Fig. 1

(a) (i) Explain **three** positive locational factors which make the Czech Republic a good venue for MICE events.

Locational Factor 1

Explanation

Locational Factor 2

Explanation

Locational Factor 3

Explanation [6]

(ii) Explain **three** features of cities which play an important part of the 'place' element of the marketing mix.

Feature 1

Explanation

Feature 2

Explanation

Feature 3

Explanation [6]

- (b) The Prague Convention Bureau is involved in marketing and promoting business tourism in the Czech capital. It carries out a variety of marketing activities including attending trade fairs, public relations and personal selling through presentations to international professional conference organisers.

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Explain the following terms as marketing activities:

- (i) *public relations*

.....
 [2]

- (ii) *personal selling.*

.....
 [2]

- (c) Discuss the advantages and disadvantages of the use of printed and electronic media as forms of promotional material for the business tourism industry.

.....

 [9]

[Total : 25]

Question 4

Refer to Fig. 2, an extract from the Hawaii Tourism Authority's Marketing Plan.

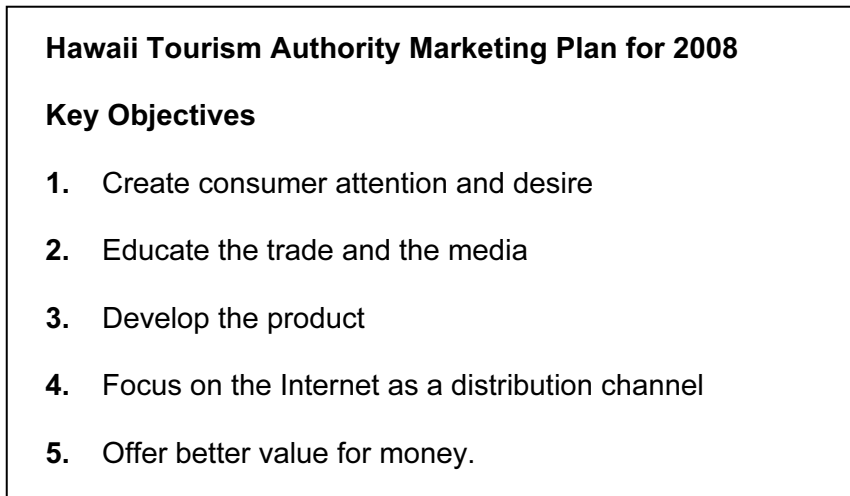


Fig. 2

The key objectives are closely linked to each of the four elements of the marketing mix.

(a) (i) State another term commonly used for the marketing mix.

The marketing mix is also known as
..... [1]

(ii) Name **three** elements of the marketing mix.

Element 1
Element 2
Element 3 [3]

(b) Use of the AIDA principle forms the basis of key objective 1. Describe how the Hawaii Tourism Authority can make effective use of this marketing technique.

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[8]

(c) Suggest two external influences that may affect the Hawaiian tourism industry's ability to offer customers value for money.

External influence 1

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External influence 2

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[4]

(d) Discuss reasons why organisations such as the Hawaii Tourism Authority set targets relating to their marketing mix.

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[9]

[Total : 25]

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