



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

7096/02

Marketing and Promotion

October/November 2011

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	
3	
4	
Total	

This document consists of **14** printed pages and **2** blank pages.



Question 1

Refer to Fig. 1, the results of a SWOT analysis of rural tourism in northern Cyprus. Cyprus is an island in the Mediterranean Sea.

1. Demand for rural tourism products is increasing globally.
2. Rural tourism is not well represented by tourism professionals in northern Cyprus.
3. The environment in this region is suitable for eco-tourism.
4. Traditional crafts such as woodcarving and embroidery are still practised in Cyprus.
5. The mass tourism product dominates the market in other parts of Cyprus.
6. Some rural areas in this region have limited infrastructure.
7. Local craftspeople have limited experience in marketing their products.
8. Craft villages could target the special interest tourist market in this region.

Fig. 1

(a) Using the statement numbers from Fig. 1, complete the SWOT analysis table below.

One strength of rural tourism in northern Cyprus	One weakness of rural tourism in northern Cyprus
One opportunity for rural tourism in northern Cyprus	One threat to rural tourism in northern Cyprus

[4]

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TURN OVER FOR QUESTION 2

Question 2

Refer to Fig. 2, information about 'Treasures of Brunei', a promotional campaign.

Treasures of Brunei

The 'Treasures of Brunei' promotional campaign in 2008 brought together the Brunei Tourism Authority, hotel and golf course providers as well as tour operators to target customers specifically from Singapore. 'Treasures of Brunei' tour packages allow visitors to experience the natural rainforest, the Malay heritage and the luxury leisure breaks that Brunei can offer.

Singapore Airlines supported the marketing campaign with a promotional fare between Singapore and Brunei. Other providers offer discount price packages to attract golfers, nature-lovers and cultural tourists to Brunei.

Travel agents in Singapore have been selling these packages, which have been promoted through advertisements in local newspapers and through the Brunei Tourism stand at the NATAS Travel Fair.

Fig. 2

(a) Identify **four** market segments that this marketing campaign targets.

- 1
- 2
- 3
- 4 [4]

(b) Tourism principals in Brunei work together to provide the 'Treasures of Brunei' tour package.

(i) Name the **three** components of a tour package.

- 1
- 2
- 3 [3]

(ii) Explain **two** ways in which the creation of a brand image such as 'Treasures of Brunei' may be used to market this product.

1

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2

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..... [6]

(c) (i) Identify the distribution channel chosen for this tour package.

Distribution channel [1]

(ii) Explain **one** disadvantage to the customer of using this distribution channel.

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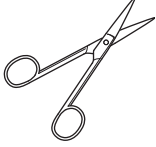
..... [2]

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TURN OVER FOR QUESTION 3

Question 3

Refer to Fig. 3, information about medical tourism.



Medical Tourism



Medical tourism is one of the fastest growing segments of the tourism industry. High costs of medical treatment in developed countries such as the USA and the UK means that medical tourists are attracted to cheaper medical destinations such as Malaysia, Israel and Costa Rica. Medical tourists can seek treatments ranging from minor cosmetic dentistry to major heart surgery. Many medical tourists are from older demographics, generally between the ages of 45 and 65. Medical tourists often have high levels of disposable income.

The total cost of a medical vacation in Costa Rica (inclusive of airfares, accommodation, meals and excursions, as well as the planned medical procedure) is, for example, less than the cost of having only the medical treatment in the USA.

Medical tourism packages are mainly distributed through specialised websites on the Internet.

Fig. 3

(a) (i) What is meant by the term *medical tourism*?

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..... [2]

(ii) Give **two** examples of how the medical tourism market may be segmented.

1

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2

..... [2]

(iii) Use the information from Fig. 3 in order to identify the **three** specific characteristics of a typical medical tourist to Costa Rica.

- 1
-
- 2
-
- 3
-[3]

(b) Price is an important element of the marketing mix for medical tourism.

(i) Identify **two** pricing policies that might be used by organisations to attract price sensitive medical tourists. Explain how each pricing policy works.

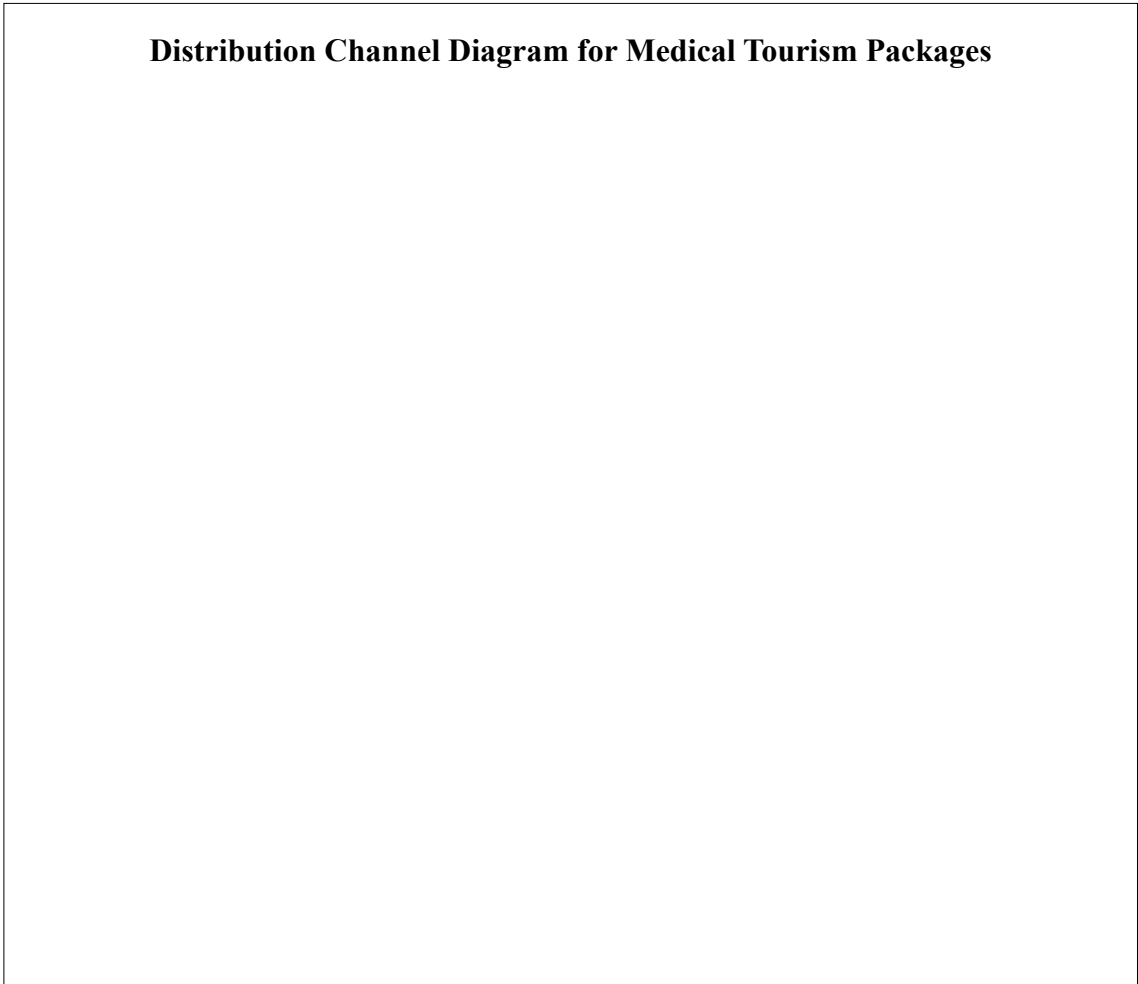
- Policy 1
- How it works
-
-
-
-
- Policy 2
- How it works
-
-
-[4]

(ii) List **five** external factors that may affect the price of a medical vacation.

- 1
- 2
- 3
- 4
- 5 [5]

(c) The use of the Internet in the distribution of medical tourism packages also influences price.

(i) Draw a diagram to identify the role of the Internet in the distribution channel for medical tourism packages.



[3]

Question 4

A new ferry operator is offering sea crossings between Denmark and Norway.
Other ferry operators already offer this route.

- (a) Give **three** examples of products/services travellers would expect to be available on board the ferry.

1

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2

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3

..... [3]

- (b) The ferry operator decides to run a promotional campaign to advertise its services to potential customers.

- (i) State **two** promotional methods that the new ferry operator might use in order to attract customers to this service.

1

2 [2]

- (ii) Explain how **each** of these promotional methods could be used to overcome the competition from existing ferry crossing providers.

Method 1

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Method 2

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..... [4]

(c) The ferry operator uses the AIDA principle to assess the effectiveness of its marketing materials.

(i) Give **one** example of how the ferry operator will apply **each** aspect of the AIDA principle to the print advertisements it produces.

Attention

.....

Interest

.....

Desire

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Action

..... [4]

(ii) Other than the AIDA principle, identify **three** factors that the ferry operator must take into consideration when planning its promotional campaign.

1

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2

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3

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