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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

3500262042

TRAVEL AND TOURISM **0471/02**

Marketing and Promotion **May/June 2010**

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.

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1	
2	
3	
4	
Total	

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Question 1

Refer to Fig. 1, an extract from a trade newsletter.

'*Air Scoop',* a monthly newsletter about European low cost airlines, provides information to help customers choose the right products and services.

'*Air Scoop'* recently carried out a situation analysis, using SWOT and PEST analyses, for the low cost airline market in France. Some of the results of the analysis are given below.

1. Ryanair and easyJet dominate the inbound low cost market in France.
2. The current economic climate does not encourage new business start-up.
3. Air France, the national airline carrier of France, controls 55% of scheduled flights in and out of France.
4. A high level of competition between regional airports in France has opened up access for low cost airlines.
5. France's railway system is efficient, affordable and widely used for domestic travel within France.
6. France is the largest travel and tourism market in the world, in terms of the number of incoming tourists.
7. Airports in Paris are already very crowded and flight slots are difficult to obtain.
8. The French government requires high subsidy payments by airlines.
9. More French travellers are now taking short break holidays outside France.
10. France has been slow to react to the low cost airline market.

Fig. 1

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

One Strength of the French low cost airline market	**One** Weakness of the French low cost airline market
One Opportunity for the French low cost airline market	**One** Threat to the French low cost airline market

[4]

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(b) Using the statements in the situation analysis for 'Air Scoop', identify **two** economic influences on the development of a French low cost airline.

Economic influence 1 .....

Economic influence 2 ..... [2]

(c) Explain **two** ways in which the results of this situation analysis might influence the decision to open a new low cost airline in France.

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(d) (i) Describe **two** features of the low cost airline product.

Feature 1: .....

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Feature 2: .....

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..... [4]

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(ii) Analyse the advantages **and** disadvantages for travellers of using the services of a low cost airline when going on holiday.

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[9]

[Total: 25]

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Question 2

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Refer to Fig. 2, information about Buffalo City, a tourist destination in South Africa.

Buffalo City Municipality forms part of the Eastern Cape, the second largest province in South Africa. As part of a campaign to attract visitors to the region, the Buffalo City tourism authority conducted a survey of visitors to the area. From a survey of 560 respondents, the following customer profile was built: a typical foreign respondent can be described as: • sex: male (62%) • age: 45 to 55 years (40%) • reason for visit: holiday (65%) • attractions visited: restaurants (81%), beach (62%), cinema (51%) • accommodation used: hotels (52%) B&B (19%) VFR (16%)

Fig. 2

(a) (i) Identify the market research technique used by the Buffalo City tourism authority.

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(ii) Explain the term 'customer profile'.

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(iii) Explain **three** ways in which the results from market research can help an organisation cater to the needs of their market.

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(b) The Buffalo City Tourism Plan outlines a 10-year strategy to promote the development and marketing of tourism opportunities in the region. It includes plans to market the region as a 'perfect base camp' for the 2010 FIFA World Cup, taking place in South Africa.

Analyse why marketing and promotion of the 2010 FIFA World Cup is important to the tourism industry of South Africa.

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(c) The following press release appeared in September 2008:

> 'Mascot for 2010 World Cup in South Africa makes appearance for media: a cuddly leopard named Zakumi will be the mascot of the 2010 World Cup.'

(i) Define the term 'press release'.

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..... [1]

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(ii) Explain the importance for tourism of using a mascot in marketing an event such as the 2010 FIFA World Cup in South Africa.

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(d) Compare and contrast **two** promotional methods that tourism authorities in South Africa could use to promote the 2010 FIFA World Cup event effectively.

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[Total: 25]

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Question 3

Refer to Fig. 3, a news item about wedding tourism.

Wedding Tourism

Wedding tourism is usually located in romantic places. Destinations such as the Seychelles, the Caribbean, Mauritius, and the Maldives are popular wedding tourism destinations. However, many city locations are also selected for wedding tourism – Las Vegas is known as the wedding capital of the world whilst Paris is often considered the most romantic city in the world.

Fig. 3

(a) (i) Suggest **three** reasons why destinations such as the Seychelles, the Caribbean, Mauritius and the Maldives are suitable locations for wedding tourism.

Reason 1 .....

Reason 2 .....

Reason 3 ..... [3]

(ii) Suggest **three** reasons why cities such as Las Vegas and Paris might appeal as a wedding destination.

Reason 1 .....

Reason 2 .....

Reason 3 ..... [3]

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[Turn over

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(b) Choose **two** pricing policies that might be used for wedding tourism products and services. Explain how each policy works.

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Policy 1 .....

How it works .....

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Policy 2 .....

How it works .....

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(c) 'bridesandbeaches' is a specialist travel agent, offering wedding tourism bookings worldwide.

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Discuss the reasons why customers use this type of distribution channel.

[9]

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(d) Explain, with examples, how the following factors determine pricing policies used by tourism providers:

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profitability .....

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competitors .....

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subsidies .....

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[Total: 25]

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Question 4

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(a) 'Product' is one part of the marketing mix.

(i) Name **two** other parts of the marketing mix.

Part 1 .....

Part 2 ..... [2]

(ii) Give **two** ways a tourist attraction can develop the 'product' part of its marketing mix.

Way 1 .....

Way 2 ..... [2]

(iii) Explain **two** reasons why travel and tourism organisations should review their marketing mix regularly.

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(b) Refer to Fig. 4, information about Banyan Tree Resorts.

Banyan Tree is a leading brand of luxury resorts, hotels and spas in the Asia Pacific region. The organisation opened its first resort, the Banyan Tree Phuket, in 1994 and now manages 25 resorts and hotels, 68 spas and two golf courses. The organisation is developing a global presence by opening resorts and hotels in the Middle East, Africa, the Indian Ocean and the Americas.

Fig. 4

(i) State at which stage of the product life cycle you would place the Banyan Tree Resort organisation. Give **two** reasons for your answer.

Stage on life cycle model .....

Reason 1 .....

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Reason 2 .....

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(ii) Describe **three** methods used by organisations such as Banyan Tree to create a brand image.

Method 1 .....

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Description .....

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Method 2 .....

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Description .....

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Method 3 .....

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Description .....

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(iii) Banyan Tree operates in a competitive market, with many other brands offering similar resorts in the Indian Ocean.

Explain **two** reasons why some of its competitors may have to re-brand, once Banyan Tree enters this market.

Reason 1 .....

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Reason 2 .....

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[Total: 25]

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