UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0674996969

TRAVEL AND TOURISM **0471/02**

Marketing and Promotion **May/June 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	
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Total	

This document consists of **13** printed pages and **3** blank pages.

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Question 1

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Refer to Fig. 1, information about the Sri Lanka Tourism Development Authority.

Sri Lanka Tourism Development Authority

The Sri Lanka Tourism Development Authority (SLTDA) is responsible for developing tourism provision in Sri Lanka, an island in the Indian Ocean. Its vision is to make the country the leading tourist destination in the South Asian region.

SLTDA carries out market research activities and publishes monthly statistical bulletins, including data on the number of tourist arrivals, foreign exchange earnings and hotel occupancy rates in Sri Lanka.

SLTDA aims to increase the number of tourist arrivals from approximately 0.5 million in 2008 to 2 million by 2016 through:

- developing integrated resorts throughout the island
- improving the country's existing infrastructure including increasing the number of available bed spaces
- adopting an aggressive marketing campaign.

The year 2011 is 'Visit Sri Lanka Year'.

Fig. 1

(a) (i) Name the type of research data that SLTDA is most likely to use in order to produce its monthly bulletins.

.....[1]

(ii) Explain **two** benefits to SLTDA of using this type of data.

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(iii) Give **two** examples of secondary information sources that SLTDA may use.

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.....[2]

(b) State and explain **three** ways in which the results from market research can help a national tourism authority, such as SLTDA, to develop its marketing strategy.

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(c) SLTDA plans to improve the tourism **product** offered in Sri Lanka as well as the **promotion** it uses. These are two of the 4 P's.

(i) By what other name are the 4 P's also known?

.....[1]

(ii) With reference to Fig. 1, identify **two** ways in which the tourism product of Sri Lanka is being developed in order to improve the experience offered to tourists.

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(d) Analyse the importance of re-branding a destination, such as 'Visit Sri Lanka Year', in attracting more overseas visitors.

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TURN OVER FOR QUESTION 2

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Question 2

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Refer to Fig. 2, information about survey results on adventure tourism in Scotland.

One of the UK's national tourist boards carried out a survey of adventure tourism in Scotland.

The results were as follows:

- more men than women engage in extreme sports such as rock climbing, white water rafting and snowboarding
- more people aged 16 to 24 engage in adventure tourism activities than in any other age groups
- few people aged 65+ participate in adventurous activities at least once a year
- people from all socio-economic groupings take part in adventure tourism, however a larger percentage of people come from the higher social groups
- specialist trade magazines, direct mail and tourist information leaflets were used most often, to find out about adventure tourism activities and providers.

Fig. 2

(a) (i) With reference to Fig. 2, identify **two** characteristics of a typical adventure tourist.

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(ii) Explain **two** ways in which adventure tourism providers in Scotland can use the information from the survey for marketing purposes.

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(b) Compare the suitability of direct mail and tourist information leaflets as forms of promotion for adventure tourism products.

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.... [9]

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(c) Adventure tourism providers use a range of different pricing policies, including variable pricing and market skimming.

(i) Explain, using examples, how an adventure tourism provider might use variable pricing for its products and services.

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(ii) Explain the relationship between market skimming and the position of a product on the life cycle model.

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Question 3

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Refer to Fig. 3, the results of a situation analysis of tourism in Kenya.

1: Over-reliance on wildlife safaris and beach tourism.

2: Lack of adequate training, control and licensing of tour guides/driver guides etc.

3: Kenya offers a unique combination of tourist attractions, with tropical beaches, abundant wildlife in natural habitats and a geographically diverse landscape.

4: With a deep-sea port and well-developed international airports, Kenya has the potential to become a regional hub for international travel services.

5: Kenya's government remains committed to supporting national tourism initiatives.

6. Many tourism markets remain untapped – product diversification in cruise tourism, conference tourism or cultural tourism may be beneficial.

7: Foreign exchange earnings in Kenya were down 36% as a result of the global recession in 2008/9.

8: Increased competition from neighbouring Tanzania, which is gaining popularity as a tourist destination.

9: Domestic tourism has been promoted successfully with increased numbers of Kenyans enjoying leisure breaks in the coastal area.

Fig. 3

(a) (i) Using the statement numbers from Fig. 3, complete the SWOT Analysis table below.

One Strength of tourism in Kenya	**One** Weakness of tourism in Kenya
One Opportunity for tourism in Kenya	**One** Threat to tourism in Kenya

[4]

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(ii) Using the statement numbers from Fig. 3, complete the PEST analysis table below in order to identify **two** positive influences and **two** negative influences on tourism in Kenya.

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

[4]

(b) With reference to Fig. 3, identify and explain **four** ways in which travel and tourism providers in Kenya cater to the needs and expectations of different market segments.

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(c) Discuss reasons why it is important for the tourism industry of Kenya to develop a range of diversified tourism products.

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TURN OVER FOR QUESTION 4

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Question 4

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Refer to Fig. 4, an advertisement for a city break holiday.



Fig. 4

(a) State and explain **three** features of cities such as New York, which play an important part of the 'place' element of the marketing mix.

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(b) List **three** products/services that a 3* hotel may offer. Explain how **each** is likely to meet the needs of shopping break visitors.

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Product/service .....

Explanation .....

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Product/service .....

Explanation .....

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Product/service .....

Explanation .....

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(c) **(i)** Identify the most likely distribution channel for this shopping break package.

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(ii) Explain **two** benefits to the customer of this distribution channel.

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(d) Use the AIDA principle to analyse how effective the advertisement in Fig. 4 is likely to be.

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