UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

8614026110

TRAVEL AND TOURISM **0471/02**

Marketing and Promotion **May/June 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	
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3	
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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 the Korea Tourism Organisation's (KTO's) marketing plan.

The KTO's marketing plan has a target of 10 million international visitors to Korea by 2012, compared with the 7.5 million arrivals in 2009.

In order to boost inbound visitor numbers, a new tourism package is being jointly marketed between South Korea, China and Japan under the brand name 'Three Kingdoms' Cultures'. This allows visits to key tourist sites in the visitor's own country as well as in the neighbouring two countries.

Country	Target groups	Marketing activities
China	Students, Seniors, Corporate Incentive Tours	• Educational tours • Special interest travel for Seniors • Joint marketing with Chinese travel agencies and local governments in China • 'Three Kingdoms' Cultures'
Japan	Women, Students, Families	• Experiential tours (Korean food, leisure and beauty) • Historical and cultural tourism • Educational tours • Joint marketing with Japanese travel agencies and local governments in Japan • 'Three Kingdoms' Cultures'

Fig. 1

(a) (i) In the table below, circle the **three** main forms of market segmentation used by travel and tourism providers.

Foreign exchange	Geographic
Demographic	Secondary
Lifestyle	Gross domestic product

[3]

(ii) With reference to Fig. 1, explain, using examples, how the KTO has targeted **each** of these main market segments within its marketing plan.

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(b) Give **three** reasons why tourism organisations, such as the KTO, carry out market research.

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(c) Explain **two** benefits to tourism providers of using **primary** market research.

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(d) South Korea, China and Japan have developed a joint tourism package called the 'Three Kingdoms' Cultures'.

Evaluate the benefits to travel and tourism providers of such a joint marketing campaign.

.... [9]

[Total: 25]

Question 2

For Examiner's Use

Refer to Fig. 2, the results of a SWOT analysis of seaside tourism in the Black Sea resorts of Romania, a country in Eastern Europe.

1. International tour operators want to increase the number of 'all-inclusive' holiday packages to the Black Sea resorts in Romania.
2. There is limited promotion and available information about tourism resources in the area.
3. Neighbouring countries Bulgaria, Croatia and Slovenia offer similar tourism products.
4. Good infrastructure already exists to support tourism – a network of European roads, railways, an international airport and two seaports.
5. Tourism activity in the area is seasonal.
6. The Black Sea coastline is 245 km long, with fine sandy beaches and nine resorts in Romania.
7. In 2008, only 28% of beaches in the area met the EU standards for cleanliness. This improved to 98% by 2009 but people are still worried about pollution.
8. Tourism is operating at 42% of its capacity in the area.

Fig. 2

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

One strength of seaside tourism in Romania	**One** weakness of seaside tourism in Romania
One opportunity of seaside tourism in Romania	**One** threat of seaside tourism in Romania

[4]

(b) The Black Sea resorts in Romania want to gain competitive advantage over other similar Eastern European tourism destinations.

For Examiner's Use

Using the results from the SWOT analysis, explain **two** ways in which the marketing mix may be used to gain competitive advantage.

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(c) The Romanian National Tourist Office (RoNTO) also carried out a PEST analysis of tourism provision in its seaside areas.

(i) What do the letters PEST stand for?

P .....

E .....

S .....

T .....

[4]

(ii) Seasonality affects tourism in places such as Romania.

Using PEST Analysis, explain **two** possible impacts of seasonality.

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(d) Evaluate the benefits to international tour operators of offering 'all-inclusive' packages to seaside resorts such as the Black Sea resorts in Romania.

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[Total: 25]

Question 3

For Examiner's Use

Refer to Fig. 3, information about a proposed extension to Paradise Park, a theme park in New Zealand.

Paradise Park is a theme park in Auckland, which attracts 285 000 visitors each year. Visitor numbers did not increase after the introduction of a new thrill ride in 2009. Owners of the park hope the newly planned 'Dinosaur Dreamland', a mini adventure world with dinosaur themed rides, adventure playgrounds and food and beverage outlets, will appeal to families with young children.

Fig. 3

(a) (i) At which stage of the product life cycle would you place Paradise Park? Give **one** reason for your answer.

Stage of the life cycle model .....

Reason .....

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(ii) Explain **two** ways in which the product life cycle can influence the marketing decisions made by tourism providers such as the owners of Paradise Park.

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(b) Place is one of the 4 P's of the marketing mix.

For Examiner's Use

Explain **two** ways in which place may affect the popularity of tourist attractions such as Auckland's Paradise Park.

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(c) Name **two** pricing policies that this theme park might use with its customers and explain why each policy is appropriate.

Pricing policy 1 .....

Explanation .....

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Pricing policy 2 .....

Explanation .....

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(d) Evaluate the different methods of promotion that this theme park might use to encourage families to visit 'Dinosaur Dreamland'.

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Question 4

For Examiner's Use

Refer to Fig. 4, a press release from Safari Searchers, a luxury rail safari provider in South Africa.

Johannesburg: May 01 2012: Safari Searchers is again offering its luxury rail safari packages with two departures in 2012.

The packages combine a luxury rail experience with all the thrills of a 4-day safari through one of South Africa's leading game reserves.

For more information please visit www.safarisearchers.co.za or for bookings, please email info@safarisearchers.co.za

Fig. 4

(a) (i) Explain what is meant by the term *press release*.

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.....[2]

(ii) Give **two** advantages to travel providers, such as Safari Searchers, of using press releases.

1 .....

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(b) (i) Identify the distribution channel chosen by Safari Searchers.

..... [1]

(ii) Explain **two** disadvantages to travel providers, such as Safari Searchers, of using only this distribution channel.

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(c) Refer to Fig. 5, an advertisement for the luxury rail safari provider, Safari Searchers.

For Examiner's Use



Fig. 5

Explain **two** ways in which the luxury rail safari package offered by Safari Searchers can meet the specific needs of luxury rail travellers.

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(d) Using the AIDA model, evaluate the effectiveness of the advertisement in Fig. 5 as a piece of promotional material.

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