



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

0471/02

Marketing and Promotion

October/November 2009

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	
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Total	

This document consists of **10** printed pages and **2** blank pages.



Question 1

Refer to Fig. 1 which shows information about The Irish National Tourism Development Authority (INTDA).

The Irish National Tourism Development Authority (INTDA) recently carried out research into the Irish Equestrian Tourism market. A marketing campaign, called The 'Land of the Horse', has been designed to attract increased numbers of visitors to Ireland, where visitor numbers have been falling in the past decade.

Research data was obtained through primary and secondary research methods.

Among its research findings, INTDA identifies three target market segments. These are:

- **horse enthusiasts** - spectators (show jumping), participants (riding); high disposable income, usually travel without children.
- **outdoor active families** – (activity-based holiday); price sensitive.
- **cultural tourists** – (natural way to experience local environment); high disposable income.

Fig. 1

(a) (i) State the difference between primary and secondary research data.

.....
..... [2]

(ii) Give **two** disadvantages of using primary research.

Disadvantage 1

Disadvantage 2 [2]

(b) (i) State which characteristic has been used to identify these target market segments.

..... [1]

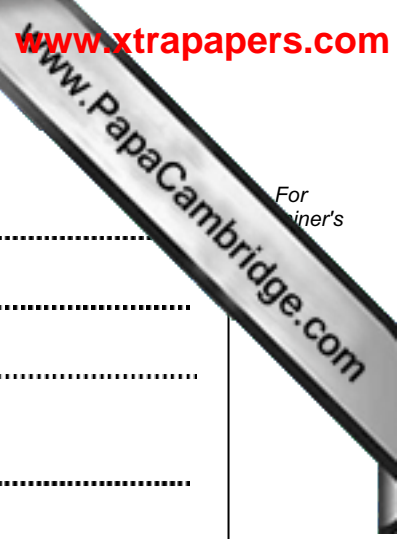
(ii) Using the information from Fig. 1, suggest which tourism product would be most suitable from the following list. Give **one** reason for your choice of product for each segment.

- Quality package including accommodation, tour and instruction.
- Day trip including visit to museum, tour guide and event ticket.
- Budget package, including pony trekking, picnic and hostel accommodation.

Product chosen for **horse enthusiasts**

Reason

.....



Product chosen for **outdoor active family**

Reason

.....

Product chosen for **cultural tourist**

Reason

..... [6]

(c) Explain **three** benefits that the 'Land of the Horse' marketing campaign could have for the tourism industry of Ireland.

Benefit 1

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.....

Benefit 2

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.....

Benefit 3

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..... [6]

(d) (i) Refer to Fig. 1. At which stage of the product life cycle would you place tourism in Ireland? Give a reason for your answer.

Stage of life cycle model

Reason

..... [2]

(ii) Name **one** example of other tourism products or destinations at each of the stages on the product lifecycle. Give one reason for your choice.

Research and development

Reason

Introduction

Reason

Growth

Reason [6]

[Total: 25]

Question 2

Himachal Pradesh is one of the northern states of India. The Ministry of Tourism for the region recently conducted a SWOT analysis of tourism provision in the area.

(a) (i) Explain what a SWOT analysis is.

.....

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..... [4]

(ii) Give **three** reasons why it is important for tourism organisations, such as the Ministry of Tourism in Himachal Pradesh, to use SWOT analysis.

Reason 1

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Reason 2

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Reason 3

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..... [6]

Some of the results of the Himachal Pradesh Ministry of Tourism's SWOT analysis are given below.

1. Terrain is ideally suited for various adventure activities.
2. Environmental factors create access difficulties for some regions.
3. Guided tours have been improved but are expensive.
4. Local crafts are not properly promoted.

(b) (i) Identify the main **threat** for increased tourism in the area from the list of statements.

Statement number: [1]



(ii) Discuss how the Ministry of Tourism might use the marketing mix to maximize tourism spending.

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[9]

(c) The Ministry of Tourism in Himachal Pradesh might also have carried out a PEST analysis.

(i) Identify what the acronym PEST stands for.

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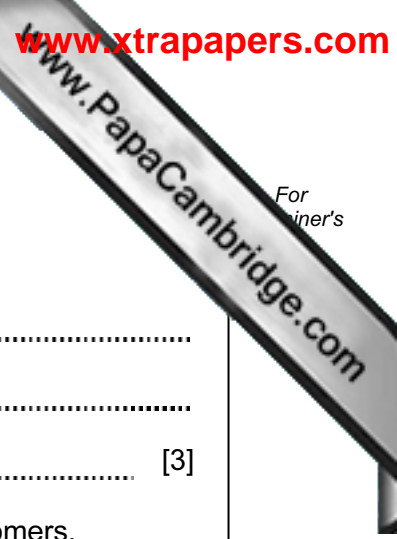
T [4]

(ii) State how PEST analysis differs from SWOT.

.....

..... [1]

[Total: 25]



Question 3

(a) (i) List **three** main products of a hotel.

Product 1

Product 2

Product 3 [3]

(ii) State **three** services you would expect a hotel to provide for its customers.

Service 1

Service 2

Service 3 [3]

(b) A package holiday is often described as a *total tourism product*. Explain what this means.

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..... [2]

Question 4

The Sea World group operates sea-life visitor attractions worldwide and wishes to open a new attraction. The group uses a variety of promotional methods including sponsorship, sales promotion and direct marketing.

(a) Describe how each of the following promotional methods works:

(i) sponsorship

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(ii) sales promotion

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(iii) direct marketing.

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[6]

(b) The Sea World group wishes to run a new promotional campaign. The following are the six stages of this campaign:

Measuring the results	Choosing an audience
Selecting appropriate media to use	Agreeing the budget
Setting the timing of the campaign	Setting the message

Put the stages into the correct order.

1

2

3

4

5

6 [6]

(c) Explain the **external** factors that will influence the price a customer may pay to visit a new Sea World attraction.

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..... [5]

(d) Discuss which features of **place** will influence the choice of location for **any new visitor attraction**.

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..... [8]

[Total: 25]

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