



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 2008

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	

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



Question 1

The Institute of Forestry Research at Istanbul University has carried out a full situation analysis of the potential for ecotourism projects in Turkey. The results are given below:

1.	Creation of tourism infrastructure may damage natural resources in Turkey.
2.	The existing local labour force has good knowledge of ecotourism.
3.	It is difficult to attract tourism investment for protected forest areas of Turkey.
4.	Ecotourism and Turkey represent growth markets.
5.	There is low support for ecotourism projects from the Turkish government.
6.	Growth in the number of ecotourism projects worldwide may lead to global competition for Turkey.
7.	Ecotourism projects will promote and protect the cultural identity of the local population.
8.	There exists a lack of collaboration between tourism agencies and Turkish eco-project managers.

(a) Using the statement numbers above, identify **four** external influences on ecotourism projects in Turkey by completing the PEST analysis table below.

<u>Political</u>	<u>Economic</u>
<u>Social</u>	<u>Technological</u>

[4]

(b) (i) Identify **one** priority **within** the control of the tourism authorities in Turkey.

.....
 [1]

(ii) Identify the main threat for ecotourism in Turkey.

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 [1]

(ii) At which stage of the product life cycle would you place ecotourism in Turkey?
Give **one** reason for your answer.

Stage of life cycle

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Reason

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..... [2]

(e) Explain how the marketing mix can be used in order to improve the image of ecotourism products in Turkey.

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..... [5]

[Total: 25]

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Question 2

(a) (i) Define the term *brand loyalty*.

..... [1]

(ii) Give **one** example of how a visitor attraction influences the brand loyalty of its customers.

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..... [2]

(b) Explain, with examples from the travel industry, how customers are persuaded to switch brands.

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..... [5]

Holidays	Flights	Hotels
<ul style="list-style-type: none"> Worldwide package holidays. Twin and multi centre holidays. Luxury holiday apartments. 	<ul style="list-style-type: none"> 135 airlines to 1500 destinations. View and print flight itineraries. 	<ul style="list-style-type: none"> Discounts at over 30 000 hotels worldwide. Instant reservation confirmation.
Car Hire	Tours	Transfers
<ul style="list-style-type: none"> Car hire in 50 countries. Print car hire vouchers online. 	<ul style="list-style-type: none"> Fantastic attraction tickets. Escorted tours. Rail and self drive. 	<ul style="list-style-type: none"> Book online. Great value.

Fig. 1

Study Fig. 1 above, an example of the product and service mix of 'Global Travel', an online travel organisation.

- (c) Give **four** examples of how the product/service portfolio of this online company appeals to a wide range of different market segments.

Example 1

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Example 2

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Example 3

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Example 4

..... [4]

Although 'Global Travel' operates within the public domain, the company's website also has a trade-only section.

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(d) Explain the benefits of using this type of distribution channel for the organisation.

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(e) Assess how online sales brochures, known as e-brochures, offer travel companies a more effective approach to promotion.

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..... [7]

[Total: 25]

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Question 3

(a) Provide a brief description of the following pricing policies and give an example of how each policy is used in the travel and tourism industry.

(i) Market Skimming

Description

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Example

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(ii) Variable Pricing

Description

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Example

..... [4]

The travel and tourism industry is a highly competitive market, in which price plays an important role in the buying decisions of customers.

(b) (i) Explain the term *value for money*.

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..... [2]

(ii) Explain how value for money in relation to a package holiday is often associated with the features of the destination experienced by the customer.

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(c) Explain the difference between a price maker and a price taker.

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(d) Discuss the range of factors that influence the final price a customer is charged for a package holiday.

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(e) Describe how travel and tourism providers use special offers as a marketing tool.

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[Total: 25]

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Question 4

'Tourism Tasmania' carries out a visitor survey every year, in order to help plan better facilities for future visitors. The survey involves a face-to-face interview with the interviewer completing a copy of the printed questionnaire with the respondent's answers.

(a) Name the research technique used by 'Tourism Tasmania'.

..... [1]

The questionnaire comprises a number of multiple-choice questions.

(b) Explain **two** benefits of this type of question for both the respondent and the market researcher.

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The questionnaire has a final section entitled 'about you'.

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(c) Describe how the information that visitors provide in this section is used by 'Tourism Tasmania'.

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The questionnaire asks for details about which information sources have been used in planning your trip to Tasmania.

(d) (i) Identify **three** forms of promotional material that potential visitors to Tasmania might use when planning their trip.

Promotional material 1

Promotional material 2

Promotional material 3 [3]

(ii) Compare and contrast the effectiveness of **two** of these promotional materials in marketing tourism in Tasmania.

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 [6]

(e) Explain the marketing function of organisations such as ‘Tourism Tasmania’.

.....

 [5]

[Total: 25]

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