



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

7096/02

Marketing and Promotion

October/November 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.

For Examiner's Use		
1		
2		
3		
4		
Total		

This document consists of 17 printed pages and 3 blank pages.



The German National Tourist Board (GNTB) has developed a number of marketing themes for the years 2008 to 2012, to help segment the market, as shown in Fig. 1.

Year	Marketing Theme	
2008	Palaces, Parks and Gardens – Romantic Holidays in Germany	
2009	Active Lifestyle Holidays – Walking and Cycling in Germany	
2010	European Capital of Culture – the Ruhr region	
2011	Health and Fitness Holidays in Germany	
2012	Germany – Open for Business	

Fig. 1

(a)	(i)	Give three examples of target markets that the German National Tourist Boa (GNTB) has identified through the themes shown in Fig. 1.	ard
		Example 1	
		Example 2	
		Example 3	[3]
	(ii)	Define the term 'market segment'.	
			[1]
	(iii)	Identify the form of segmentation used by the GNTB between 2008 and 2011.	
			[1]

(b)	Describe each of the following promotional methods, used by organisations such as the GNTB:
	direct mailshots to overseas embassies;
	participation in trade fairs, such as the World Travel Market;
	press conferences.
	press comercinees.
	[6]

(c)	The GNTB uses a wide range of promotional methods to raise awareness of Germany as a travel destination. The main printed media used is a travel brochure.
	Compare printed brochures with electronic brochures (e-brochures) as forms of promotional material when communicating with customers.
	[6]

(d)	Evaluate the factors that tourism providers such as the GNTB must consider when producing effective promotional materials to promote a specific destination or event.
	[8]
	[Total: 25]

Refer to Fig. 2, information about the hotel industry in China.

According to the World Tourism Organisation, China is set to be the world's largest tourist destination by the year 2020.

The hotel industry in China has carried out a PEST analysis in order to review accommodation provision for visitors. The results of the analysis are given below.

- 1. With a well-developed hotel infrastructure, China now offers a wide range of hotel products to serve all segments of the travel market.
- 2. Chinese-owned hotels have faced strong competition from established international chains and, as a result, have often been unprofitable.
- 3. Political tension still exists with neighbouring Taiwan.
- 4. More professional training programmes have been created to meet the needs of inexperienced hotel managers.
- 5. Hotel reform in China has encouraged brand development and provides excellent investment opportunities.
- 6. Hotels have benefited from developing wider product portfolios, to include fast-food restaurants, branded teahouses etc.
- 7. China may have an overprovision of hotels, if construction programmes continue.
- 8. The world economic situation may lead to fewer travellers choosing long-haul destinations such as China as a holiday destination.

Fig. 2

(a) Using the statement numbers in Fig. 2, complete the PEST table below, choosing only one statement under each heading.

For
Examiner's
Use

		One Political Statement	One Economic Statement
		One Social Statement	One Technological Statement
			[4]
(b)	Τοι	ırism products pass through various staç	ges of the product life cycle.
	(i)	Name the first and last stages in the cy	cle.
		First stage	
		Last stage	[2]
	(ii)	Describe the market characteristics of t	hese two stages.
		First stage	

Last stage

(i	ii)	State at which stage of the product life cycle you would place China as a tourist destination. Justify your answer.
		Stage on product life cycle model
		Justification
		ro1
		[3]
		ok at Modern China in Tianjin' is the tourism brand launched by the Tianjin municipal ernment in China.
((i)	Define the term 'tourism brand'.
		[1]
(ii)	Give two examples of how a travel organisation might create a brand image.
		Example 1
		Example 2
		[2]

© UCLES 2010 7096/02/O/N/10

(d)	Discuss the advantages and disadvantages of branding tourist destinations, such as 'Look at Modern China in Tianjin', in China.
	[9]
	[Total: 25]

Examiner's Use

For

Refer to Fig. 3, a list of locational factors for choosing Qatar as a business tourism destination.

The Meetings, Incentives, Conferences, and Exhibitions (MICE) market has been identified as a growth sector for Qatar. With its central location in the Gulf, Qatar is well-positioned to host MICE events of any size.

The Doha Convention Bureau has the role of promoting Doha, Qatar's capital, for conventions and exhibitions, as well as coordinating, planning and monitoring all business events in Qatar.

The following is the list of locational factors that the Convention Bureau uses to promote business tourism to Qatar.

- 1. New world-class conference hall for 4000 delegates planned. ✓
- 2. The country is served by a national airline.
- 3. It has first-class luxurious hotels with excellent sports facilities.
- 4. The Qatar International Exhibition Centre is located in Doha and is within a 15 minute drive of all major hotels; onsite facilities include meeting rooms, a business centre, a travel bureau, car hire facilities, and banking services.
- 5. Qatar offers an exciting range of restaurants, including Middle Eastern, Chinese, Indian and Italian cuisine.
- 6. The country has good transportation infrastructure.
- 7. Business travellers can experience Arabian traditions.
- 8. There are opportunities to shop in large shopping complexes or at the stalls of the traditional sougs (market places).
- 9. Business travellers can take part in exciting desert safaris or cruise on a traditional dhow (sailing boat). ✓

Fig. 3

(a) Under which of the following locational factors does each statement from Fig.3 belong? Write each statement number in the box under the correct heading. The first and last statements have been completed for you. Each statement should only be used once.

Character of Area

For Examiner's Use

[6]

Character of Area		Access/Transport Links
9,		LITIKO
	J	
	Locational Factors for QATAR as a Business Tourism Destination	
Adjacent Facilities		Availability of Suitable Premises
		1,
)	
		[7]
(b) Explain two roles that marketing process.	t organisations such as the Doha	Convention Bureau play in the
1		

(c) The tourism product in Qatar is limited at present and visits to the country are often offered as a part of a multi-centre holiday. An example of this type of holiday is given in Fig. 4.

For Examiner's Use

Fig. 4 shows an advertisement for a multi-centre holiday.

Doha and Kerala

The seven night multi-centre holiday includes:

- one night Doha 5* Ritz Carlton Doha
- six nights Kerala 3* Plus Uday Samudra Hotel
- return international flights
- prices based on two adults sharing

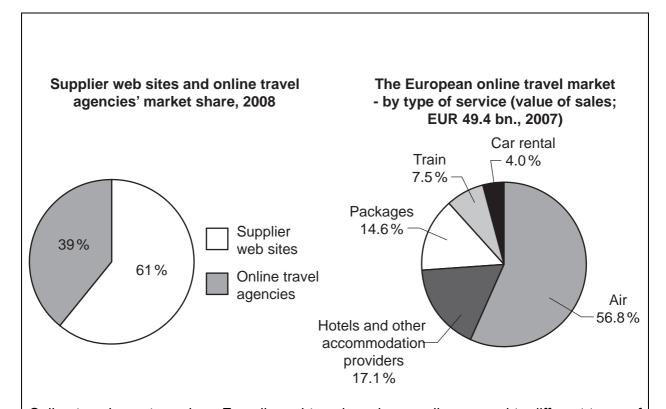
Fig. 4

(i)	Explain what is meant by the term 'multi-centre holiday'.	
	[2]	
(ii)	Explain two reasons for the likely appeal to customers of a holiday such as the one advertised in Fig. 4.	
	1	
	2	
	[4]	

(iii)	Explain how tourism providers in a country such as Qatar could develop a product/service mix to attract a wider range of customers.
	[6]

[Total: 25]

Refer to Fig. 5, information about online travel sales.



Online travel agents such as Expedia and travel service suppliers appeal to different types of travellers. Infrequent leisure travellers prefer online travel agents. Frequent leisure and business travellers, who focus on schedules, convenience and specific suppliers, tend to book directly with suppliers to avoid paying intermediaries' service fees. Suppliers save money from direct bookings and thus encourage online bookings with 'lowest-price' guarantees.

A recent survey of 2000 Internet users aged 18 years and over found that:

- nearly half (47.2 %) of respondents say the Internet will be their main travel resource
- two-thirds (66.9 %) of respondents will conduct travel research as well as make an online travel booking
- one third (33.1 %) will use the web only as a source of information.

As household income increases so does the likelihood that a respondent will use the Internet to carry out travel research **and** to make travel arrangements.

Fig. 5

(a)	(i)	Identify two different types of online travel service providers referred to in Fig. 5.
		1
		2[2]
	(ii)	Name the market research technique carried out with Internet users, mentioned in Fig. 5.
		[1]
	(iii)	Identify and explain two reasons why frequent travellers prefer to use the direct services of travel suppliers' websites to make their travel bookings.
		1
		2
		[4]
(b)	Ma	ny travel products are also 'perishable services'; for example car rental.
	(i)	Explain the term 'perishable service'.
		[2]
	(ii)	Give two examples of perishable travel services, other than car rental.
		1
		2 [2]

(iii)	Explain two pricing policies that suppliers are most likely to use for perishable travel services.
	Pricing policy 1
	Explanation
	Pricing policy 2
	Explanation
	[6]

(c)	There are internal and external influences on the final price a customer pays for a travel product.
	Evaluate the range of factors that determine pricing policies for travel suppliers.
	[8]
	[Total: 25]

7096/02/O/N/10

BLANK PAGE

BLANK PAGE

BLANK PAGE

Copyright Acknowledgements:

Question 1Fig.1; German National Tourist Board.Question 2Fig.2; World Tourism Organization.Question 3Fig.3; Doha Convention Bureau.Question 3Fig.3; Qatar International Exhibition Centre.Question 3Fig.4; Uday Samudra Hotel.Question 3Fig.4; 5* Ritz Carlton Doha.

Question 4 Fig. 5; Expedia.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.