



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

cate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

0471/02

Marketing and Promotion

May/June 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 Exam	iner's Use
1	
2	
3	
4	
Total	

This document consists of 16 printed pages.



Question 1

Refer to Fig. 1, an extract from a trade newsletter.

'Air Scoop', a monthly newsletter about European low cost airlines, provides information to help customers choose the right products and services.

'Air Scoop' recently carried out a situation analysis, using SWOT and PEST analyses, for the low cost airline market in France. Some of the results of the analysis are given below.

- 1. Ryanair and easyJet dominate the inbound low cost market in France.
- 2. The current economic climate does not encourage new business start-up.
- 3. Air France, the national airline carrier of France, controls 55% of scheduled flights in and out of France.
- 4. A high level of competition between regional airports in France has opened up access for low cost airlines.
- 5. France's railway system is efficient, affordable and widely used for domestic travel within France.
- 6. France is the largest travel and tourism market in the world, in terms of the number of incoming tourists.
- 7. Airports in Paris are already very crowded and flight slots are difficult to obtain.
- 8. The French government requires high subsidy payments by airlines.
- 9. More French travellers are now taking short break holidays outside France.
- 10. France has been slow to react to the low cost airline market.

Fig. 1

(a) Using the statement numbers from Fig. 1, complete the SWOT Analysis table below.

One Strength of the French low cost airline market	One Weakness of the French low cost airline market
One Opportunity for the French low cost airline market	One Threat to the French low cost airline market

(b)	Using the statements in the situation analysis for 'Air Scoop', identify two econinfluences on the development of a French low cost airline.
	Economic influence 1
	Economic influence 2 [2]
(c)	Explain two ways in which the results of this situation analysis might influence the decision to open a new low cost airline in France.
	1
	2
	[6]

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	the transfer of the transfer o	
	4	
(d) (i)	Describe two features of the low cost airline product.	For Siner's
	Feature 1:	Dridge
		Se. COM
	Feature 2:	
		"
	[4]	

(ii)	Analyse the advantages and disadvantages for travellers of using the service low cost airline when going on holiday.
	[9]

[Total: 25]

Refer to Fig. 2, information about Buffalo City, a tourist destination in South Africa.

www.PapaCambridge.com Buffalo City Municipality forms part of the Eastern Cape, the second largest province in South Africa. As part of a campaign to attract visitors to the region, the Buffalo City tourism authority conducted a survey of visitors to the area. From a survey of 560 respondents, the following customer profile was built:

a typical foreign respondent can be described as:

- sex: male (62%)
- age: 45 to 55 years (40%)
- reason for visit: holiday (65%)
- attractions visited: restaurants (81%), beach (62%), cinema (51%)
- accommodation used: hotels (52%) B&B (19%) VFR (16%)

Fig. 2

(a)	(i)	Identify the market research technique used by the Buffalo City tourism authority.
		[1]
	(ii)	Explain the term 'customer profile'.
		[2]
	(iii)	Explain three ways in which the results from market research can help an organisation cater to the needs of their market.
		1
		2
		3
		[8]

(b)	The Buffalo City Tourism Plan outlines a 10-year strategy to promote the development and marketing of tourism opportunities in the region. It includes plans to market region as a 'perfect base camp' for the 2010 FIFA World Cup, taking place in Sout Africa.
	Analyse why marketing and promotion of the 2010 FIFA World Cup is important to the tourism industry of South Africa.
	[6]
(c)	The following press release appeared in September 2008:
	'Mascot for 2010 World Cup in South Africa makes appearance for media: a cuddly leopard named Zakumi will be the mascot of the 2010 World Cup.'
	(i) Define the term 'press release'.

[1]

	(ii)	Explain the importance for tourism of using a mascot in marketing an even as the 2010 FIFA World Cup in South Africa.
		[3]
		191
d)		mpare and contrast two promotional methods that tourism authorities in South ca could use to promote the 2010 FIFA World Cup event effectively.
		[6]

[Total: 25]

Question 3

Refer to Fig. 3, a news item about wedding tourism.

Wedding Tourism

www.PapaCambridge.com Wedding tourism is usually located in romantic places. Destinations such as the Seychelles, the Caribbean, Mauritius, and the Maldives are popular wedding tourism destinations. However, many city locations are also selected for wedding tourism - Las Vegas is known as the wedding capital of the world whilst Paris is often considered the most romantic city in the world.

Fig. 3

(a)	(i)		nree reasons why destinations such as the Seychelles, the Caribbea and the Maldives are suitable locations for wedding tourism.	₃n,
		Reason 1		
		Reason 2		
		Reason 3		[3]
	(ii)	Suggest th wedding de	aree reasons why cities such as Las Vegas and Paris might appeal as estination.	s a
		Reason 1		
		Reason 2		
		Reason 3		[3]

	Why.	
	10	
	Choose two pricing policies that might be used for wedding tourism productive services. Explain how each policy works. Policy 1 How it works	For iner's
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1	How it works	COM
•		
l	Policy 2	
l	How it works	
ı		
	[4]	

	the state of the s
	11
(c)	'bridesandbeaches' is a specialist travel agent, offering wedding tourism boworldwide. Discuss the reasons why customers use this type of distribution channel.
	Discuss the reasons why customers use this type of distribution channel.
	[9]

tourism providers: profitability competitors subsidies [6]		Mary Mary
competitorssubsidies		12
competitorssubsidies	(d)	Explain, with examples, how the following factors determine pricing policies utourism providers:
competitorssubsidies		profitability
subsidies		
[6]		competitors
[6]		
[6]		subsidies
[6]		
		[6]

[Total: 25]

Question 4

(a) 'Product' is one part of the marketing mix.

	42
	toduct' is one part of the marketing mix. Name two other parts of the marketing mix. Part 1
on 4	aca.
'Pro	oduct' is one part of the marketing mix.
(i)	Name two other parts of the marketing mix.
	Part 1
	Part 2 [2]
(ii)	Give two ways a tourist attraction can develop the 'product' part of its marketing mix.
	Way 1
	Way 2[2]
(iii)	Explain two reasons why travel and tourism organisations should review their marketing mix regularly.
	1
	2
	[6]

(b) Refer to Fig. 4, information about Banyan Tree Resorts.

www.PapaCambridge.com Banyan Tree is a leading brand of luxury resorts, hotels and spas in the Asia Pacific region. The organisation opened its first resort, the Banyan Tree Phuket, in 1994 and now manages 25 resorts and hotels, 68 spas and two golf courses. The organisation is developing a global presence by opening resorts and hotels in the Middle East, Africa, the Indian Ocean and the Americas.

Fig. 4

(i)	State at which stage of the product life cycle you would place the Banyan Tree Resort organisation. Give two reasons for your answer.
	Stage on life cycle model
	Reason 1
	Reason 2
	[3]

	Describe three methods used by organisations such as Banyan Tree to chorand image. Method 1	
i)	Describe three methods used by organisations such as Banyan Tree to characteristic brand image.	For iner's
	Method 1	Tage
	Description	SIT
]
	Method 2	
	Description	
	Method 3	
	Description	
	[6]	

www.PapaCambridge.com (iii) Banyan Tree operates in a competitive market, with many other brands similar resorts in the Indian Ocean. Explain two reasons why some of its competitors may have to re-brand, once Banyan Tree enters this market. Reason 1 Reason 2

[Total: 25]

[6]

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