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# UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

#### TRAVEL AND TOURISM

0471/02

Paper 2

Specimen paper for examination from 2007

2 hours and 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, music or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

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.

www.PapaCambridge.com From a recent investigation of its tourism provision, Pushkin City Administration in Russia hapublished a 10-year tourism strategy. One of the main objectives of this strategy is to develop an advertising campaign for Pushkin.

(a)	Giv	ve <b>two</b> reasons why advertising tourist facilities v	within the city is important.
	Rea	eason 1	
	Rea	eason 2	
			[2]
(b)		TO (World Tourism Organisation) statistics shily 1.5% of world tourism.	ow that Russia currently generates
	(i)	Consumer spending and employment figure contribution of tourism to a country's economused in these calculations.	•
			[1]
	(ii)	) Give <b>two</b> examples of how Pushkin could iden	tify its competitors.
		Example 1	
		Example 2	
			[2]

- www.PapaCambridge.com (c) Pushkin City Administration used a full situation analysis to identify streng weaknesses, opportunities and threats within its tourism provision, as in the statement below.
  - Α Pushkin's closeness to St Petersburg makes it a destination more suited to day visits than an overnight stay.
  - В The University has the potential to be a centre of expertise and research for the Russian Tourism industry.
  - С World-class palaces, parks and architecture exist.
  - D Most signs and printed materials are in Russian, causing language barriers for international visitors.
  - Е Not all shops in the city accept credit cards.
  - F The existing calendar of events needs extending to include off-peak attractions.
  - G Proximity to St Petersburg's Pulkovo airport with good public transport links.
  - Н Political / economic situation may discourage visitors from abroad.

Place the letter of each statement under the correct heading within the table below.

Strengths	Weaknesses
ŭ	
Opportunities	Threats
	55.15

(d) The political, economic, social and technological influences on the tourist indu Pushkin have also been published.

www.PapaCambridge.com Tourism Information Systems are being updated in Pushkin to include Α computerised reservation systems.

- Group Tours, which make up 60% of all visitors, spend on average 2 hours В in the city.
- С Federal approval of the 10-year strategy has been given.

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	(i)	Whic	h of t	these	e sta	ıtem	ents	s sh	ow:	s a	neg	jativ	e s	ocia	al in	fluei	nce	?					
	(ii)	 Whic	h sta	teme	ent s	show		pos			 echr		 gic	 al in	 ıflue	ence	?						[1]
	/:::\		 h. oto														••••					.	[1]
	(111)	Whic	11 Sta							-												.	[1]
	(iv)	Whic	h sta	teme	ent s	how	/s a	neg	gati	ve e	ecoi	nom	nic i	nflu	enc	e?						ı	[1]
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(e)	focu	Pushused". rism p	Ex	plain	the	diffe	erer																
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	•••••							•••••					••••	•••••								. '	[8]

		Give <b>two</b> examples of demographic segmentation commonly used by Travel and Tourism providers to identify specific target markets.  Example 1
estic	on 2	AGE LAND
(a)	(i)	Give <b>two</b> examples of demographic segmentation commonly used by Travel and Tourism providers to identify specific target markets.
		Example 1
		Example 2 [2]
	(ii)	Describe how socio-economic characteristics may be used to target specific travel and tourism customers.
		[2]
	(iii)	Define the term 'psychographic segmentation'.
		[1]
(b)		v-cost budget airlines are gaining in popularity over short-haul scheduled airlines, ording to the results of a recent survey.
	(i)	Identify <b>two</b> features of the product offered by a low-cost budget airline.
		[2]
	(ii)	At which stage of the product life cycle would you place low-cost budget airlines? Give a reason for your choice.
		Stage
		Reason
		[2]

(c) [	Describe the types of customer attracted by budget airlines.
••	[4]
( <b>d)</b> E	Explain how low-cost budget airlines have used a range of distribution channels to reach a wider target market.
••	
	[6]

For examiner's

(e)	Explain how low-cost budget airlines use branding to gain market share.	Use
		idde com
		COM
		1
		_
	[6]	

		the the same of th	
		arketing process for travel and tourism providers.  tising campaign into the correct sequence.  Evaluation	
stion (	3	Last Comment of the C	20
Advert	tising is an important part of the ma	arketing process for travel and tourism providers.	76
<b>(a)</b> Pu	ut the following stages of an advert	tising campaign into the correct sequence.	
lı	mplementation	Evaluation	
F	Preparation	Planning	
1			
2			
3	3.		
4	J		
5	5	[	[5]
(b) (i)	Which stage would involve f competitors' activities?	finding out about customers' buying habits ar	nd
		[	[1]
(ii	) Which stage would include cho setting the advertising budget?	oosing promotional methods and media, as well a	as
		[	[1]
(ii	i) Give <b>two</b> purposes of the evalua	ation stage.	
	Purpose 1		
	Purpose 2	[:	[2]

For Examiner's Use

(c)	promotional materials.
	[4]
(d)	Explain the advantage of 'public relations' as a promotional tool for Tour Operators.
	[6]

	For
Е	xaminer's
	1100

(e)	Assess the costs and benefits of 'direct marketing' as a method of promotion for chain.
	[6]

www.PapaCambridge.com In recent years, acts of international terrorism have affected tourism trends worldwide. Before the Autumn 2002 bombing, Bali was a popular island destination attracting large numbers of UK and Australasian tourists. The World Travel Market responded to the terrorist attack on Bali by publishing a special report in November 2002 on the destination and proposed changes to the pricing policies used for its travel and tourism products.

(a)		ntify factors a tination.	about Bali's	location	that	contribute	to its	popularity	as a	a to	urist
											[6]
(b)	(i)	Identify the p 2002.	ricing policy t	hat tour o	perat	ors were us	ing in I	Bali prior to	the in	cide	ent in
									•••••		[1]
	(ii)	Give <b>two</b> rea	sons for your	choice.							
		Reason 1									
		Reason 2									
										•••••	[2]
(c)	(i)	Choose <b>two</b> overcome to attacks.									
		Choice 1									
		Choice 2								•••••	[2]

For xaminer's

(ii)	Describe the short-term objectives that would lead tour operators to change chosen pricing policies.
	[6]
(iii)	Explain the long-term impact that pricing policies may have on supply and demand for the tourism product in Bali.
	[8]

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