Centre Number	Candidate Number	Name

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

TRAVEL AND TOURISM **7096/02**

Paper 2

October/November 2005

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 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.

For Examiner's Use	
1	
2	
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Total	

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

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UNIVERSITY of CAMBRIDGE
International Examinations

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Question 1

The Australian Tourist Commission (ATC) has carried out market research to identify which tourism products to develop for the expanding Japanese tourist market.

The Commission recently conducted personal interviews with 600 potential female visitors from Tokyo.

(a) Identify the market research technique used by the Commission.

..... [1]

(b) **(i)** Name the type of sample used in this research.

..... [1]

(ii) Give **two** characteristics of this type of sample.

Characteristic 1 .....

.....

Characteristic 2 .....

..... [2]

(c) The Australian Tourist Commission (ATC) also uses SWOT and PEST analyses in the research process.

(i) Identify the **four** sections of a SWOT analysis.

Section 1 .....

Section 2 .....

Section 3 .....

Section 4 ..... [4]

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(ii) Explain how the Australian Tourist Commission (ATC) could use the results of a SWOT analysis in order to set marketing objectives.

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(d) The results of the Australian Tourist Commission's PEST analysis are given below:

1. The Japanese Tourism Council works closely with the Australian Government in order to develop more tourism products for the Japanese market.

2. There is a need for more Japanese-speaking tour guides throughout Australia.

3. Several "Ryokan" (traditional Japanese-style inns) have been built in Australia to offer traditional Japanese culture for visitors.

4. 58,000 Japanese visitors arrived in Australia during September 2004. This is an increase of 13% for that month in the overall Japanese inbound tourism market, according to the Australian Bureau of Statistics.

Using the statements above, identify the positive **and** negative external influences on Japanese tourism within Australia.

	Positive (+)	**Negative (–)**
Political		
Economic		
Social		
Technological		

[4]

(e) "Brand Australia" is the global tourism marketing campaign which is used to attract visitors to Australia.

Explain the importance of marketing and promotion to a country such as Australia.

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Question 2

The Caribbean is currently experiencing a boom in visitor numbers, which is predicted to last until 2007, when the region hosts the World Cup Cricket competition. More tourists have visited the Caribbean over the past two years as a result of the weak US dollar. Typically, European tourists see the region as an expensive destination with resorts such as Sandals featuring in luxury holiday brochures.

(a) (i) Name the pricing strategy most often associated with a luxury tourism product.

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(ii) Describe the relationship between demand for a product and the price charged.

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(b) Discuss the factors that determine the price of a holiday in a resort such as Sandals.

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(c) Sandals are all-inclusive resorts for couples only. Beaches are all-inclusive resorts for families and singles.

(i) Identify how the target market for these types of resort has been segmented.

..... [1]

(ii) Give **one** example of a word or phrase often used to promote a holiday targeted at couples.

Example ..... [1]

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(d) Describe how the products and services of a resort such as Beaches differ from the products and services of a resort such as Sandals.

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Question 3

2002 was the International Year of Eco-tourism. The brand logo in Fig. 1 was designed by the South African Tourism Organisation to promote eco-tourism and to re-position the South African Tourism brand.

Fig. 1

(a) Define the term *brand logo*.

..... [1]

(b) Use the product lifecycle model to describe the position of eco-tourism in South Africa, giving a reason for your answer.

Position .....

Reason .....

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(c) Explain how a new brand image, such as the eco-tourism brand from Fig. 1, can attract more tourists to a destination.

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(d) All promotional material produced by the South African Tourism Organisation uses the AIDA principle.

Identify the **four** stages of the AIDA principle.

Stage 1 .....

Stage 2 .....

Stage 3 .....

Stage 4 ..... [4]

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(e) Give **three** examples of how tourism providers measure response rates to advertising and promotion campaigns.

Example 1 .....

Example 2 .....

Example 3 ..... [3]

(f) Evaluate the promotion methods that the South African Tourism Organisation might use in order to promote the new eco-tourism brand.

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Question 4

A distribution channel is also known as a chain of supply. Two examples of the supply chain for tourism products are given below in Fig. 2.

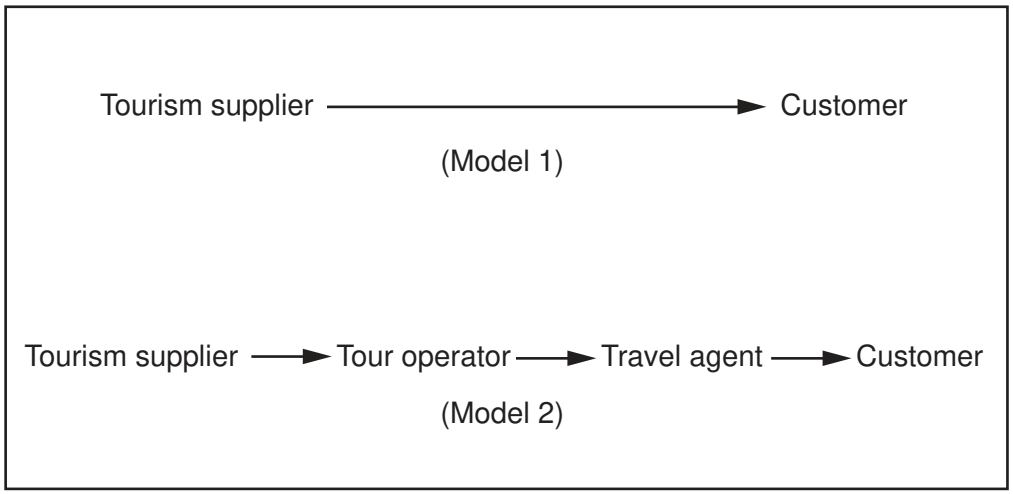

Fig. 2

(a) Give **one** advantage and **one** disadvantage of each of the supply chain models from Fig. 2.

Model 1 Advantage .....

Model 1 Disadvantage .....

Model 2 Advantage .....

Model 2 Disadvantage ..... [4]

(b) Most travel and tourism providers use Information Technology within the distribution process via a CRS.

(i) Define the abbreviation *CRS*.

..... [1]

(ii) Name **two** examples of CRS.

Example 1 .....

Example 2 ..... [2]

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(iii) Describe how an airline uses a CRS.

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(c) "Location of a destination contributes to its success."

Assess the factors that influence the location of a ski resort.

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(d) Explain how local tourism authorities can establish a successful marketing mix in order to gain more visitors to a newly developed ski resort.

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