



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

CANDIDATE NAME									
CENTRE NUMBER						CANDI NUMB			_

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.

For Exam	iner's Use
1	
2	
3	
4	
Total	

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



For Examiner's Use

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 ecoproject 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>
Social	<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.	
			[1]

(c)	Explain ways in which the impact of negative influences on ecotourism in Turkey can be managed through marketing and promotion.	For Examiner's Use
	[6]	

(d) (i) Draw and label a graph of the six stages of the product life cycle model in the space below.

	(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
		Reason
		rol
		[2]
(e)		plain how the marketing mix can be used in order to improve the image of otourism products in Turkey.
		[5]

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[Total: 25]

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(a)	(i)	Define the term brand loyalty.
		[1]
	(ii)	Give one example of how a visitor attraction influences the brand loyalty of its customers.
		[2]
(b)		plain, with examples from the travel industry, how customers are persuaded to tch brands.
		[5]

Holidays	Flights	Hotels		
Worldwide package holidays.	135 airlines to 1500 destinations.	Discounts at over 30 000 hotels worldwide.		
Twin and multi centre holidays.	View and print flight itineraries.	Instant reservation confirmation.		
Luxury holiday apartments.				
Car Hire	Tours	Transfers		
Car hire in 50 countries.	Fantastic attraction tickets.	Book online.		
Print car hire vouchers online.	Escorted tours.Rail and self drive.	Great value.		

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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 rar	nge of different market segments.
Example 1	
Example 2	
Example 3	
Example 4	

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Although 'Global Travel' operates within the public domain, the company's website also has a trade-only section.			
(d)	Explain the benefits of using this type of distribution channel for the organisation.		
	[6]		
(e)	Assess how online sales brochures, known as e-brochures, offer travel companies a more effective approach to promotion.		
	[7] [7]		

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(a)	a) Provide a brief description of the following pricing policies and give an example of each policy is used in the travel and tourism industry.		
	(i)	Market Skimming	
		Description	
		Example	
	(ii)	Variable Pricing	
		Description	
		Example	
		[4]	
		travel and tourism industry is a highly competitive market, in which price plays an ortant role in the buying decisions of customers.	
(b)	(i)	Explain the term value for money.	

[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.	For Examiner's Use
		[6]	
(c)	Exp	plain the difference between a price maker and a price taker.	
		[4]	

(d)	Discuss the range of factors that influence the final price a customer is charged for package holiday.		
	[6]		
	,		
(e)	Describe how travel and tourism providers use special offers as a marketing tool.		
	[3]		
	[0]		

[Total: 25]

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'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)	(a) Name the research technique used by 'Tourism Tasmania'.		
	[1]		
The que	estionnaire comprises a number of multiple-choice questions.		
(b)	Explain two benefits of this type of question for both the respondent and the market researcher.		
	[4]		

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

(c)		cribe how the information that visitors provide in this section is used by 'Tourism mania'.		
		[6]		
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.	For Examiner's Use
		[6]	
(e)	Exp	plain the marketing function of organisations such as 'Tourism Tasmania'.	
		[5]	
		[Total: 25]	

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