



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Ordinary Level

CANDIDATE  
NAME

CENTRE  
NUMBER

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**TRAVEL AND TOURISM**

**7096/02**

Marketing and Promotion

**October/November 2007**

**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.

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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<b>Total</b>	

This document consists of **12** printed pages and **0** blank pages.



Question 1

For  
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Use

Life Stages of the Cruise Market

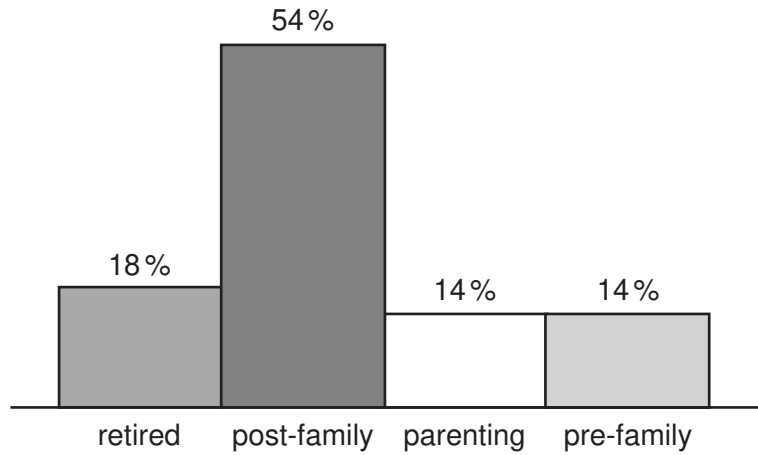


Fig. 1

Study Fig. 1 above, a table showing the types of people who regularly take a cruise holiday.

(a) (i) Identify how the cruise market has been segmented in this table.

..... [1]

(ii) Suggest how this information could be used by cruise operators in order to market their products and services.

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..... [6]

(b) (i) Describe **one** market research technique that could be used to obtain the data in Fig. 1.

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..... [2]

(ii) Give **two** advantages of this type of research technique.

Advantage 1

.....

Advantage 2

..... [2]

(c) State at which stage of the product life cycle you would place the cruise market. Give **one** reason for your answer.

Stage of life cycle

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Reason

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..... [2]

(d) Discuss the product/service mix associated with a cruise holiday.

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(e) Explain why marketing and promotion are important to cruise operators.

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[Total : 25]

For  
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Use

Question 2

(a) (i) Define the term *public relations*.

..... [1]

(ii) Describe **two** examples of how public relations are used in the travel and tourism industry.

Example 1

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Example 2

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..... [4]

(b) Explain the benefits of printed publicity materials as a communication method from the point of view of both the tourism provider **and** the customer.

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(c) Explain how the AIDA principle can be used to benefit tourism providers in marketing their products.

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[8]

(d) Describe the way in which the brand image of an airline company may be used to promote the company's travel products.

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[4]

[Total : 25]

**Question 3**

The Hong Kong Tourism Authority carried out a situation analysis, in order to see how it could improve tourism provision in Hong Kong. The analysis was broken down into two parts – PEST and SWOT analyses.

**(a)** Identify the **four** sections of a PEST analysis.

Section 1

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Section 2

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Section 3

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Section 4

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[4]







Many of the tourism products identified by the Hong Kong Tourism Authority are intangible.

For  
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Use

(d) (i) Define the term *intangible*.

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(ii) Intangibility is usually a characteristic of a service. Explain why the characteristics of products and services of the travel and tourism industry are difficult to describe. Use examples to explain your answer.

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[Total : 25]

**Question 4**

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Use*

The tourism market is often described as being 'price sensitive'. This has an impact on the actual price that customers pay for tourism products and services they purchase.

- (a) (i) Name the pricing policy that uses a comparison of prices of other tourism providers, in order to set a price for a particular product or service.

..... [1]

- (ii) Describe how discount pricing allows tourism providers to react to a price sensitive market.

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- (b) Discuss the range of external factors that influence the pricing policies of the travel industry.

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The tourism industry has developed a different chain of distribution in response to changing customer needs.

**(c) (i)** Explain the most common chain of distribution for a package holiday.

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**(ii)** Draw a diagram to illustrate your answer in (c) (i).

[3]

**(d)** An international hotel chain wishes to expand its business and build new hotels worldwide. Evaluate the factors that will influence the selection of suitable locations for these hotels.

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[Total : 25]

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