



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 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 Examiner's Use	
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2	
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<b>Total</b>	

This document consists of **17** printed pages and **3** blank pages.



**Question 1**

The German National Tourist Board (GNTB) has developed a number of marketing themes for the years 2008 to 2012, to help segment the market, as shown in Fig. 1.

Year	Marketing Theme
2008	Palaces, Parks and Gardens – Romantic Holidays in Germany
2009	Active Lifestyle Holidays – Walking and Cycling in Germany
2010	European Capital of Culture – the Ruhr region
2011	Health and Fitness Holidays in Germany
2012	Germany – Open for Business

**Fig. 1**

- (a) (i) Give **three** examples of target markets that the German National Tourist Board (GNTB) has identified through the themes shown in Fig. 1.

Example 1 .....

Example 2 .....

Example 3 ..... [3]

- (ii) Define the term '*market segment*'.

.....

..... [1]

- (iii) Identify the form of segmentation used by the GNTB between 2008 and 2011.

..... [1]

(b) Describe each of the following promotional methods, used by organisations such as the GNTB:

- direct mailshots to overseas embassies;

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- participation in trade fairs, such as the World Travel Market;

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- press conferences.

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..... [6]

- (c) The GNTB uses a wide range of promotional methods to raise awareness of Germany as a travel destination. The main printed media used is a travel brochure.

Compare **printed** brochures with **electronic** brochures (e-brochures) as forms of promotional material when communicating with customers.

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**Question 2**

Refer to Fig. 2, information about the hotel industry in China.

According to the World Tourism Organisation, China is set to be the world's largest tourist destination by the year 2020.

The hotel industry in China has carried out a PEST analysis in order to review accommodation provision for visitors. The results of the analysis are given below.

1. With a well-developed hotel infrastructure, China now offers a wide range of hotel products to serve all segments of the travel market.
2. Chinese-owned hotels have faced strong competition from established international chains and, as a result, have often been unprofitable.
3. Political tension still exists with neighbouring Taiwan.
4. More professional training programmes have been created to meet the needs of inexperienced hotel managers.
5. Hotel reform in China has encouraged brand development and provides excellent investment opportunities.
6. Hotels have benefited from developing wider product portfolios, to include fast-food restaurants, branded teahouses etc.
7. China may have an overprovision of hotels, if construction programmes continue.
8. The world economic situation may lead to fewer travellers choosing long-haul destinations such as China as a holiday destination.

**Fig. 2**

- (a) Using the statement numbers in Fig. 2, complete the PEST table below, choosing only one statement under each heading.

<b>One Political Statement</b>	<b>One Economic Statement</b>
<b>One Social Statement</b>	<b>One Technological Statement</b>

[4]

- (b) Tourism products pass through various stages of the product life cycle.

- (i) Name the first and last stages in the cycle.

First stage .....

Last stage ..... [2]

- (ii) Describe the market characteristics of these two stages.

First stage .....

.....

.....

Last stage .....

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..... [4]

(iii) State at which stage of the product life cycle you would place China as a tourist destination. Justify your answer.

Stage on product life cycle model .....

Justification .....

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..... [3]

(c) 'Look at Modern China in Tianjin' is the tourism brand launched by the Tianjin municipal government in China.

(i) Define the term 'tourism brand'.

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..... [1]

(ii) Give **two** examples of how a travel organisation might create a brand image.

Example 1 .....

.....

Example 2 .....

..... [2]





**Question 3**

Refer to Fig. 3, a list of locational factors for choosing Qatar as a business tourism destination.

The Meetings, Incentives, Conferences, and Exhibitions (MICE) market has been identified as a growth sector for Qatar. With its central location in the Gulf, Qatar is well-positioned to host MICE events of any size.

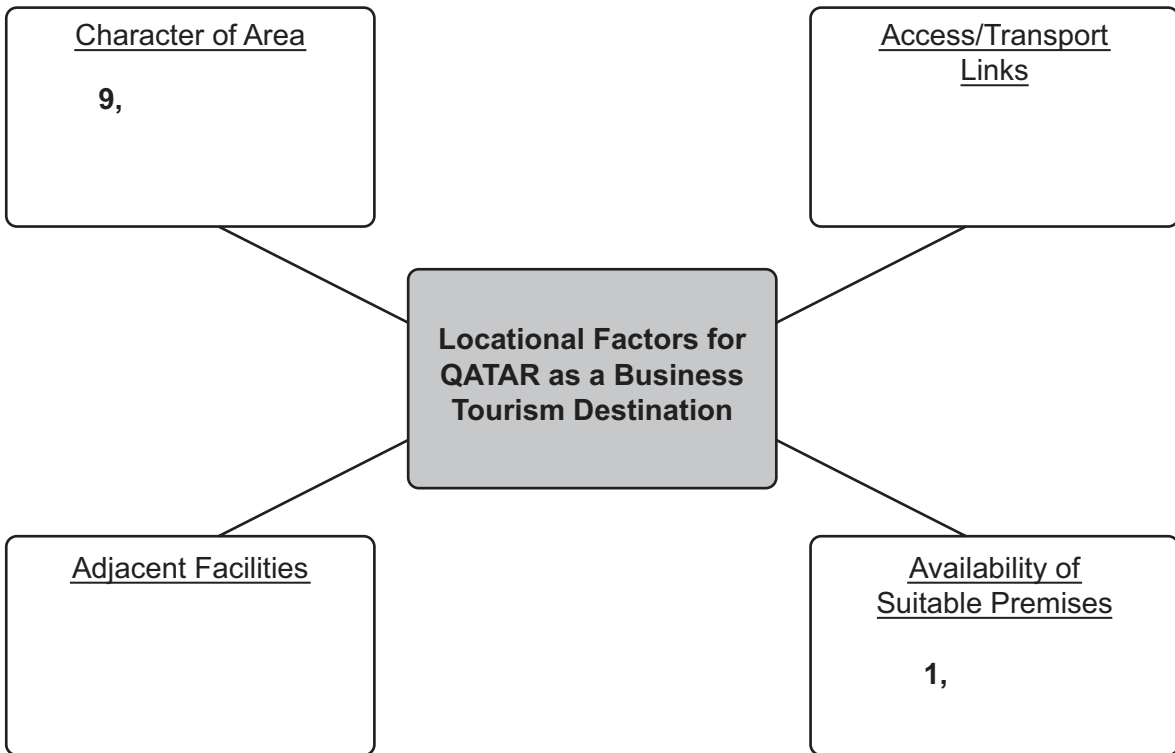
The Doha Convention Bureau has the role of promoting Doha, Qatar's capital, for conventions and exhibitions, as well as coordinating, planning and monitoring all business events in Qatar.

The following is the list of locational factors that the Convention Bureau uses to promote business tourism to Qatar.

1. New world-class conference hall for 4000 delegates planned. ✓
2. The country is served by a national airline.
3. It has first-class luxurious hotels with excellent sports facilities.
4. The Qatar International Exhibition Centre is located in Doha and is within a 15 minute drive of all major hotels; onsite facilities include meeting rooms, a business centre, a travel bureau, car hire facilities, and banking services.
5. Qatar offers an exciting range of restaurants, including Middle Eastern, Chinese, Indian and Italian cuisine.
6. The country has good transportation infrastructure.
7. Business travellers can experience Arabian traditions.
8. There are opportunities to shop in large shopping complexes or at the stalls of the traditional souqs (market places).
9. Business travellers can take part in exciting desert safaris or cruise on a traditional dhow (sailing boat). ✓

**Fig. 3**

(a) Under which of the following locational factors does each statement from Fig.3 belong? Write each statement number in the box under the correct heading. The first and last statements have been completed for you. **Each statement should only be used once.**



[7]

(b) Explain **two** roles that organisations such as the Doha Convention Bureau play in the marketing process.

1 .....

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2 .....

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[6]

- (c) The tourism product in Qatar is limited at present and visits to the country are often offered as a part of a multi-centre holiday. An example of this type of holiday is given in Fig. 4.

Fig. 4 shows an advertisement for a multi-centre holiday.

<p><b>Doha and Kerala</b></p> <p>The seven night multi-centre holiday includes:</p> <ul style="list-style-type: none"> <li>▪ one night Doha - 5* Ritz Carlton Doha</li> <li>▪ six nights Kerala - 3* Plus Uday Samudra Hotel</li> <li>▪ return international flights</li> <li>▪ prices based on two adults sharing</li> </ul>
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**Fig. 4**

- (i) Explain what is meant by the term 'multi-centre holiday'.

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..... [2]

- (ii) Explain **two** reasons for the likely appeal to customers of a holiday such as the one advertised in Fig. 4.

1 .....

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2 .....

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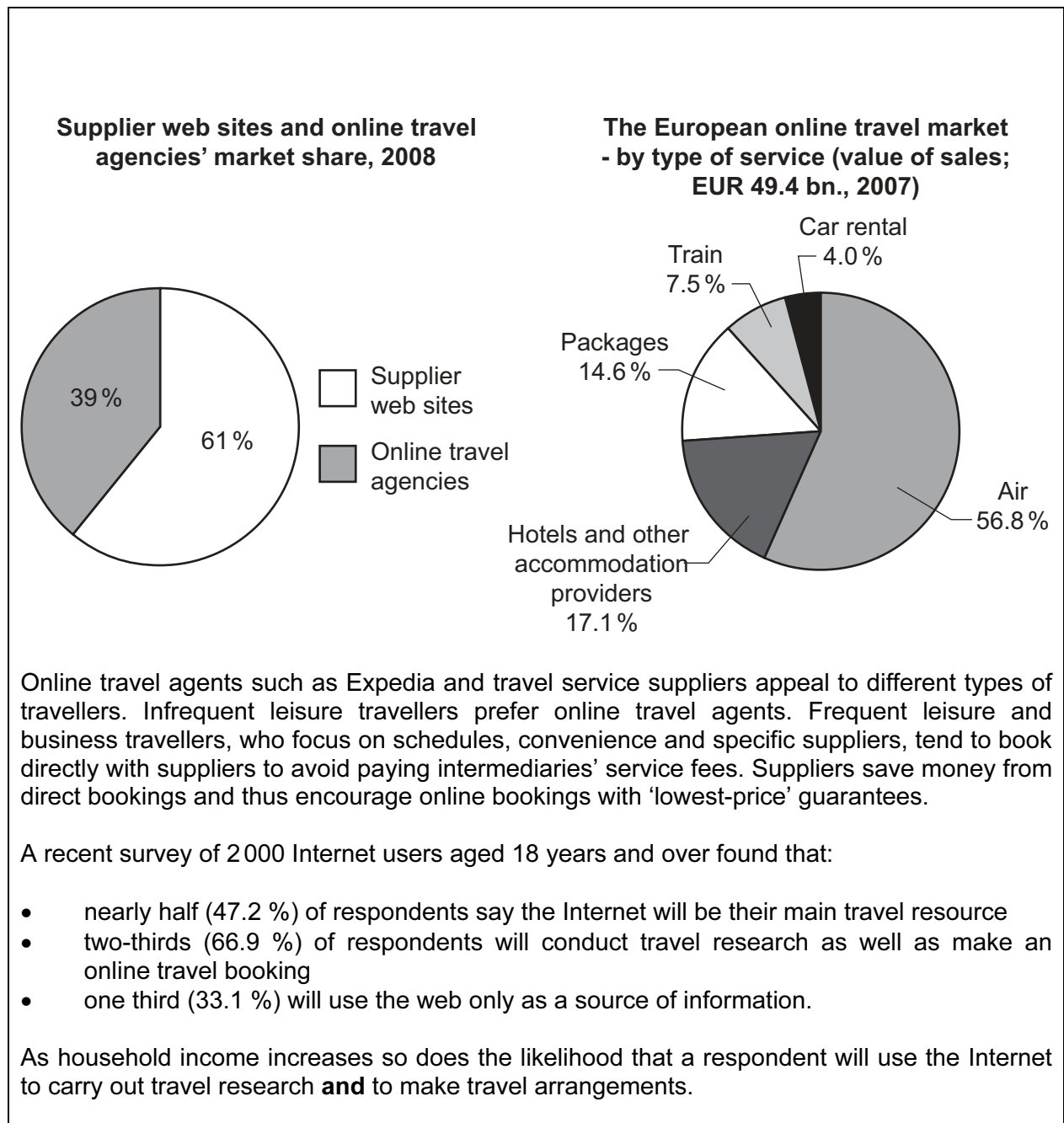
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..... [4]



#### Question 4

Refer to Fig. 5, information about online travel sales.



**Fig. 5**

(a) (i) Identify **two** different types of online travel service providers referred to in Fig. 5.

1 .....

2 ..... [2]

(ii) Name the market research technique carried out with Internet users, mentioned in Fig. 5.

..... [1]

(iii) Identify and explain two reasons why frequent travellers prefer to use the direct services of travel suppliers' websites to make their travel bookings.

1 .....

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2 .....

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..... [4]

(b) Many travel products are also 'perishable services'; for example car rental.

(i) Explain the term 'perishable service'.

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..... [2]

(ii) Give **two** examples of perishable travel services, other than car rental.

1 .....

2 ..... [2]

(iii) Explain **two** pricing policies that suppliers are **most** likely to use for perishable travel services.

Pricing policy 1 .....

Explanation .....

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Pricing policy 2 .....

Explanation .....

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..... [6]









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*Copyright Acknowledgements:*

Question 1	Fig.1; German National Tourist Board.
Question 2	Fig.2; World Tourism Organization.
Question 3	Fig.3; Doha Convention Bureau.
Question 3	Fig.3; Qatar International Exhibition Centre.
Question 3	Fig.4; Uday Samudra Hotel.
Question 3	Fig.4; 5* Ritz Carlton Doha.
Question 4	Fig.5; Expedia.

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