Paper 2				
		Specimen p	aper for examination	ation from 2005
	answer on the Quest I Materials are requi		2 hours a	nd 30 minutes
READ THESE INSTRU	JCTIONS FIRST			
Write your Centre num Write in dark blue or bl You may use a soft pe Do not use staples, pa	ack pen in the space ncil for any diagram	es provided on the s, graphs, music o	Question Paper. r rough working.	d in.
Answer <b>all</b> questions. At the end of the exam The number of marks i	ination, fasten all yc s given in brackets [	our work securely to ] at the end of ea	ogether. Ich question or part (	question.
	This docum	ent consists of 12	printed pages.	
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Candidate Number Name

> UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

> > 7096/02

**TRAVEL AND TOURISM** 

## **Question 1**

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

(a) Give two reasons why advertising tourist facilities within the city is important.

	Rea	ason 1		
	Rea	ason 2	[	 2]
(b)			Tourism Organisation) statistics show that Russia currently generates world tourism.	
	(i)	contributi	er spending and employment figures are used to help calculate the on of tourism to a country's economy. Identify the <i>type</i> of research data nese calculations.	
			[	1]
	(ii)	Give <b>two</b>	examples of how Pushkin could identify its competitors.	
		Example	1	
				•••
		Example	2	
			[	2]

- (c) Pushkin City Administration used a full situation analysis to identify strengths, weaknesses, opportunities and threats within its tourism provision, as in the statements below.
  - A Pushkin's closeness to St Petersburg makes it a destination more suited to day visits than an overnight stay.
  - **B** The University has the potential to be a centre of expertise and research for the Russian Tourism industry.
  - **C** World-class palaces, parks and architecture exist.
  - **D** Most signs and printed materials are in Russian, causing language barriers for international visitors.
  - **E** 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.
  - H Political / economic situation may discourage visitors from abroad.

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

Strengths	Weaknesses
Opportunities	Threats

[8]

(d)	i) The political, economic, social and technological influences on the tourist industry in			For Examiner's Use
		Α	Tourism Information Systems are being updated in Pushkin to include computerised reservation systems.	
		В	Group Tours, which make up 60% of all visitors, spend on average 2 hours in the city.	
		С	Federal approval of the 10-year strategy has been given.	
		D	The media has created an image of crime and poverty within Russia.	
	(i)	Whic	ch of these statements shows a negative social influence?	
	(ii)	Whic	[1] ch statement shows a positive technological influence?	
	(iii)	Whic	[1] ch statement shows a positive political influence?	
			[1]	
	(iv)	Whic	ch statement shows a negative economic influence?	
			[1]	
(e)	focu	used"	nkin 10-year strategy has been described as "product-led, rather than market- . Explain the difference between these marketing models, with reference to provision in Pushkin.	
			[8]	

Question 2	Ŭ	For Examiner's Use
(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.	
(iii)	[2] Define the term 'psychographic segmentation'.	
	[1]	
	w-cost budget airlines are gaining in popularity over short-haul scheduled airlines, cording 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.	
	StageReason	
	[2]	

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(c)	Describe the types of customer attracted by budget airlines.	For Examiner's Use
	[4]	
(d)	Explain how low-cost budget airlines have used a range of distribution channels to reach a wider target market.	
	[6]	

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(e) Explain how low-cost budget airlines use branding to gain market shar							
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	(e)	Explain now	IOW-COST DUDGET	airlines lise	pranding to	dain market	snare
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[6]

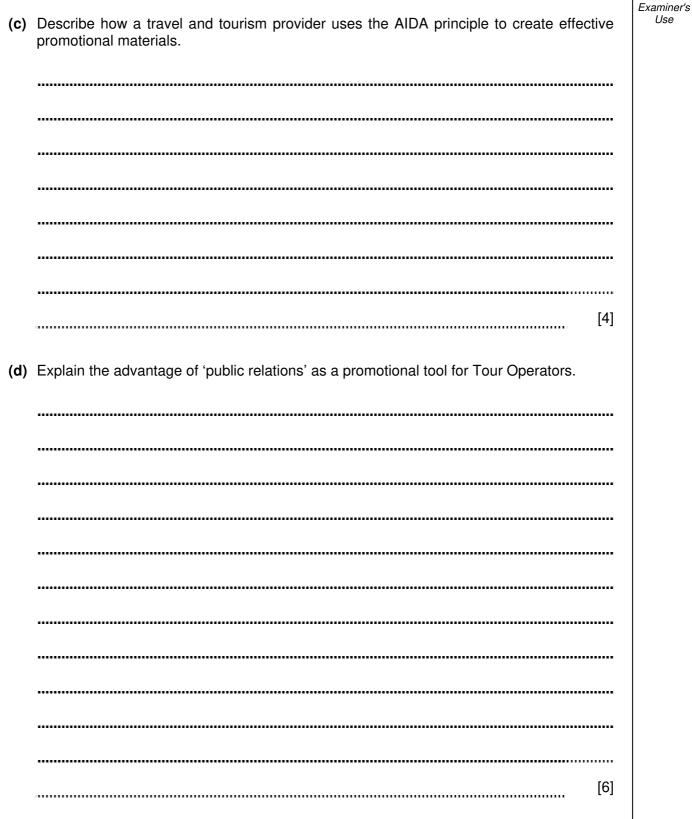
## **Question 3**

Advertising is an important part of the marketing process for travel and tourism providers.

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(a) Put the following stages of an advertising campaign into the correct sequence.

In	plementation	Deeeereb	Evaluation
Pi	reparation	Research	Planning
1.			
2.			
3.			
4.			
5.			[5]
(b) (i)	Which stage would inv competitors' activities?	olve finding out about custo	mers' buying habits and
			[1]
(ii)	Which stage would includ setting the advertising buc	de choosing promotional metho dget?	ods and media, as well as
			[1]
(iii)	Give two purposes of the	evaluation stage.	
	Purpose 1		
	Purpose 2		[2]



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

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## **Question 4**

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.

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(a) Identify factors about Bali's location that contribute to its popularity as a tourist destination.

[6] ..... (b) (i) Identify the pricing policy that tour operators were using in Bali prior to the incident in 2002. [1] ..... (ii) Give two reasons for your choice. Reason 1 Reason 2 [2] (c) (i) Choose two alternative pricing policies that tour operators might consider to overcome tourists' initial reaction to stay away from destinations following such attacks. Choice 1

Choice 2 [2]

..... [6] ..... (iii) Explain the long-term impact that pricing policies may have on supply and demand for the tourism product in Bali. ..... [8] .....

chosen pricing policies.

(ii) Describe the short-term objectives that would lead tour operators to change to your

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