

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.

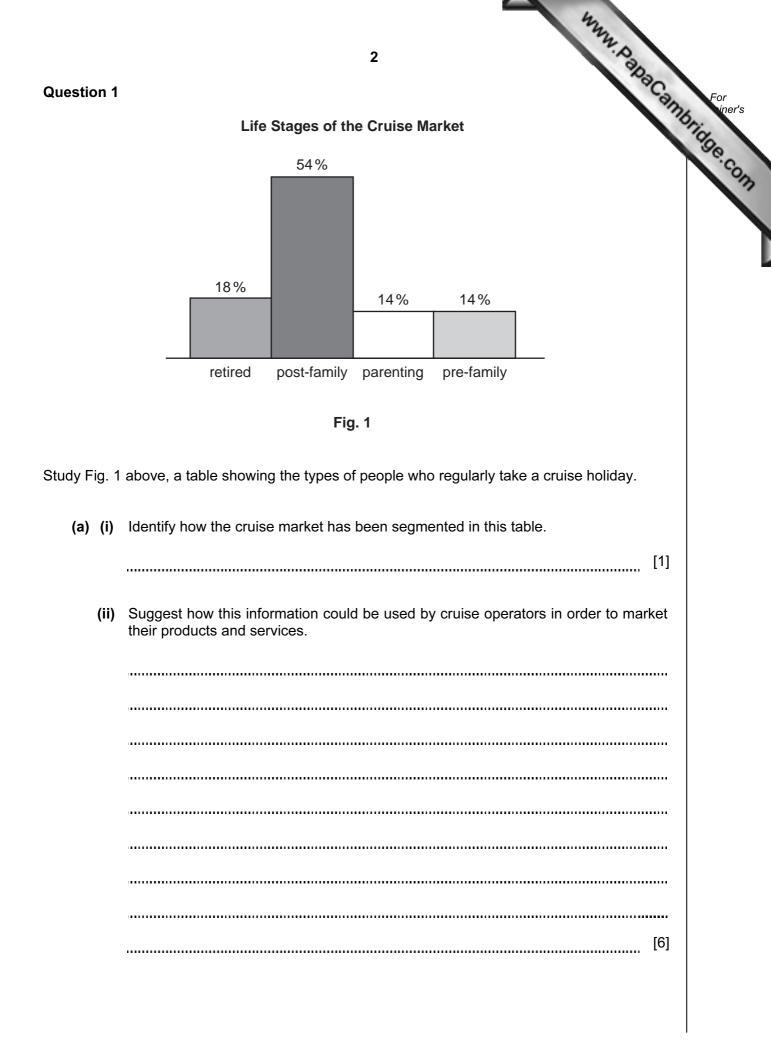
Answer all questions.

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 **12** printed pages and **0** blank pages.





		12	
		3	
(b)	(i)	3 Describe one market research technique that could be used to obtain the Fig. 1. [2]	For iner's
			300
		[2]	COM
	(ii)	Give two advantages of this type of research technique.	
		Advantage 1	
		Advantage 2	
		[2]	
(c)		te at which stage of the product life cycle you would place the cruise market. Give e reason for your answer.	
	Sta	ge of life cycle	
	Rea	ason	
	1.00		
		[2]	

	4722
	4
(d)	4 Discuss the product/service mix associated with a cruise holiday.
	[6]
(e)	Explain why marketing and promotion are important to cruise operators.
	[6]
	[Total : 25]

		12
		5
Questic	on 2	^{ra} Can
(a)	(i)	5 Define the term <i>public relations</i> .
		[1]
	(ii)	Describe two examples of how public relations are used in the travel and tourism
	()	industry.
		Example 1
		Example 2
		[4]
(b)		lain the benefits of printed publicity materials as a communication method from the t of view of both the tourism provider and the customer.
		[8]

	42
	6
(c)	6 Explain how the AIDA principle can be used to benefit tourism providers in mathematication of their products.
	[8]
(d)	Describe the way in which the brand image of an airline company may be used to promote the company's travel products.
	[4]
	[Total : 25]

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7	
Question 3	For iner's
7 Question 3 The Hong Kong Tourism Authority carried out a situation analysis, in order to see how it cour improve tourism provision in Hong Kong. The analysis was broken down into two parts – PEST and SWOT analyses.	hidde.co.
(a) Identify the four sections of a PEST analysis.	177
Section 1	
Section 2	
Section 3	
Section 4	
[4]	

	8 e SWOT analysis are given below.	
	8	
The results of the	e SWOT analysis are given below.	For iner's
Strength	Hong Kong is a cosmopolitan destination, offering western tourists opportunity to gain a positive experience of Asia.	For iner's
Weakness	Tourists complain about the lack of visitor information at the airport, ferry and cruise terminals, including signposts.	Com
Opportunity	Hong Kong has a wide product mix of natural beauty, history, cultural attractions, entertainment facilities, special events and is the gateway to mainland China.	
Threat	The media reports that the bird flu crisis originated in Eastern Asia, bringing a negative image for countries such as Hong Kong.	

(b) Select one priority for Hong Kong from the SWOT results above. Explain the role that tourism providers will have, working in partnership with the Hong Kong Tourism Authority, in tourism development.

[8]

The Hong Kong Tourism Authority suggests the development of a wide range of products for the country. These include the following:

- www.PapaCambridge.com Waterfront attractions - based on the successful night markets and guayside restaurants in Singapore.
- Food attractions highlighting the richness of oriental flavours/aromas in on-the-street cookery demonstrations.
- Natural medicine packages allowing visitors to experience a range of alternative health treatments.
- Mainland China guided tours appealing to visitors who enjoy multi-stay holidays.
 - (c) Imagine that you work for the Hong Kong Tourism Authority. Explain how you would develop the marketing mix for one of these new tourism products.

..... [8]

	10 nourism products identified by the Hong Kong Tourism Authority are intangible.	
Many of the t	ourism products identified by the Hong Kong Tourism Authority are intangibi	For
(d) (i)	Define the term <i>intangible</i> .	hage
		50m
	[2]	
	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.	
1		
	[3]	
	[Total : 25]	

<page-header></page-header>			424
[1] (ii) Describe how discount pricing allows tourism providers to react to a price sensitive market. [4] (b) Discuss the range of external factors that influence the pricing policies of the travel industry.			11
[1] (ii) Describe how discount pricing allows tourism providers to react to a price sensitive market. [4] (b) Discuss the range of external factors that influence the pricing policies of the travel industry.	Questio	on 4	a Can
[1] (ii) Describe how discount pricing allows tourism providers to react to a price sensitive market. [4] (b) Discuss the range of external factors that influence the pricing policies of the travel industry.			market is often described as being 'price sensitive'. This has an impact on the that customers pay for tourism products and services they purchase.
 (ii) Describe how discount pricing allows tourism providers to react to a price sensitive market. 	(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.
(b) Discuss the range of external factors that influence the pricing policies of the travel industry.			[1]
(b) Discuss the range of external factors that influence the pricing policies of the travel industry.		(ii)	
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	(b)	indu	ustry.
[8]			
[8]			
[0]			
			[0]

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

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

www.papacambridge.com [3] (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. [6] _____ [Total : 25]

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