

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			
1			
-			
2			
3			
4			
Total			

This document consists of **12** printed pages and **4** blank pages.



Question 1

www.papacambridge.com Playa de las Americas is the main tourist destination in Tenerife, one of the Canary Islands. It attracts 1.25 million tourists each year. The Royal Sunset Beach Club, located on the outskirts of Playa de las Americas, offers timeshare accommodation within a purpose-built resort. Its products and services include:

• • • • • •	Ful Res Poo Gyr Live Car Chi Lau	dio, 1 bedroom or 2 bedroom apartments. ly equipped kitchen area. staurant. blside bar. mnasium, squash courts and sauna. e entertainment. rental. ld care and babysitting. Indry. ly cleaning service.
(a)	(i)	Give two examples of the product offered by the Royal Sunset Beach Club.
		Example 1
		Example 2 [2]
	(ii)	Explain how the timeshare product differs from a package holiday.
		[4]
(b)		which stage of the product life cycle would you place the timeshare product? Give e reason for your answer.
	Sta	ge of life cycle
	Rea	ason
		[2]

		3 Sunset Beach Club resort attracts customers from one main target segt
		3
The Roy Europea	yal ın fa	Sunset Beach Club resort attracts customers from one main target segnetized milies.
(c)	(i)	Identify the two characteristics used in order to segment the market for this resort.
		Characteristic 1
		Characteristic 2 [2]
	(ii)	Explain how the Royal Sunset Beach Club resort could develop a product portfolio which would appeal to a range of different customer types.
		[6]

Playa de las Americas is a well-developed tourist destination which attracts a high number repeat visitors each year.

4 e las Americas is a well-developed tourist destination which attracts a high number visitors each year. Assess the importance of marketing and promotion for tourism providers in this resort.	
e las Americas is a well-developed tourist destination which attracts a high number visitors each year.	For iner's
Assess the importance of marketing and promotion for tourism providers in this resort.	Se.com
	N.
	1
[9]	

[Total: 25]



Question 2

www.papaCambridge.com The Canadian Tourism Commission (CTC) has developed a Meetings, Conferences and Incentive Travel (MC&IT) programme with the overall goal of increasing revenue for the Canadian tourism industry from the business tourism market in the United States.

CTC carried out marketing research in order to identify potential clients for its MC&IT programme.

(a) (i) Give two examples of primary techniques that CTC may have used in this research.

	Example 1
	Example 2 [2]
(ii)	Describe two problems that may occur if CTC use secondary sources of information in its research.
	Problem 1
	Problem 2 [2]
	ian Tourism Commission recognises the importance of place within the marketing IC&IT programme.
(b) (i)	Identify two aspects of place that will affect the likely success of this programme.
	Aspect 1
	Aspect 2 [2]
(ii)	Choose one aspect of place from your answer to (b)(i) . Explain, using examples, how CTC can develop this element of the marketing mix in order to attract US business customers.

..... [8]

6

	Mary Mary			
	7			
CTC wish to	o use a range of promotional methods to target new customers and repeat bus	For		
(c) Using examples with which you are familiar, explain the following promotional method				
(i)	7 o use a range of promotional methods to target new customers and repeat but ng examples with which you are familiar, explain the following promotional method Trade show	'Se.con		
	[2]			
(ii)	Familiarisation tour			
	[2]			
(iii)	Direct response advertising			
	[2]			
(iv)	Sponsored event			
	[2]			
(d)	Explain how CTC can promote the corporate image of its MC&IT programme.			
	[3]			

[Total: 25]

8

Question 3

www.papacambridge.com The state of Kerala in India is one of ten 'paradises' in the world named by readers of the National Geographic Traveller magazine. In anticipation of the increased number of visitors to the state that this description may bring, tourism officials in the country have carried out a full situation analysis of existing tourism provision within Kerala. Some of the results are given below.

1.	Availability of high quality human resources.		
2.	Potential for health tourism and pilgrimage tourism.		
3.	Absence of clear, well-defined tourism policies.		
4.	The area offers visitors the chance to experience multi-destination tourism.		
5.	Competition from other Indian states is strong.		
6.	Major tourism markets are located at long haul distances from the state.		
7.	High percentage of 'low yield' foreign visitors.		
8.	Well developed communication and transportation systems, including 3 international airports, a seaport and a major railway hub.		

(a) Name the two marketing analysis tools commonly used in order to carry out a full situation analysis.

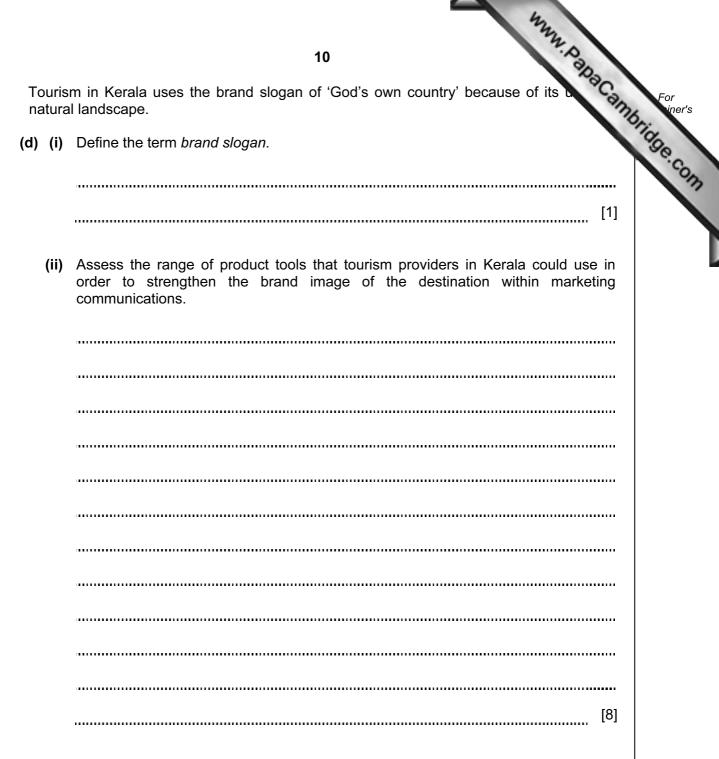
Tool 1	
Tool 2	 [2]

Study the results of the situation analysis carefully. Use these results in order to answer the following questions.

(b) (i) Identify two positive external influences on tourism in Kerala.

Influence 1	
Influence 2	[2]

	124
	9
(ii)	9 Explain how these positive influences can be used in order to promote too
	[6]
	ults. Explain why marketing and promotion of the tourism industry in this region are ortant in achieving this priority.
Exp	lanation
	[6]



[Total: 25]



Question 4

Question 4	12		titative data collection
The following table shows the market research process	-	vantages of quan	titative data collection
	Postal Questionnaire	Telephone Survey	Face-to-Face Interview
Cost to Organisation	*	**	
% Completion Rate		**	**
Speed of Data Collection	*	***	***
Quantity of Information	**	**	**

Key: ★= Low	★★= Medium	★★★= High
-------------	------------	-----------

- (a) (i) Using the Key (Key: \star = Low, $\star \star$ = Medium, $\star \star \star$ = High), complete the missing information from the two shaded boxes. [2]
 - (ii) Explain why quantitative data is generally easier to interpret than qualitative data.

......[4]

	12
	13 N. D.
(b)	13 Explain how market research can be used in the travel and tourism industry to the price.
	[5]
(c)	Choose three pricing policies used for travel and tourism products. Provide a brief description of each of your chosen policies and give an example of how each policy is used in the industry.
	Pricing policy 1
	Example of how it is used
	Pricing policy 2
	Example of how it is used
	Pricing policy 3
	Example of how it is used
	[6]

	Mary Mary	
	14	
(d)	14 Assess the importance of profitability for tourism providers from the public a private sectors, using relevant examples to support your answer.	For iner's
		tidge.c
		Om
		L
	[8]	

[Total: 25]

۰.





Copyright Acknowledgements:

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of