

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 | | |
|--------------------|--|--|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| Total | | |

This document consists of **13** printed pages and **3** blank pages.



Question 1

| | 2 Marin D |
|----|---|
| | Store Store |
| 1. | Creation of tourism infrastructure may damage natural resources in Turkey. |
| 2. | The existing local labour force has good knowledge of ecotourism. |
| 3. | It is difficult to attract tourism investment for protected forest areas of Turkey. |
| 4. | Ecotourism and Turkey represent growth markets. |
| 5. | There is low support for ecotourism projects from the Turkish government. |
| 6. | Growth in the number of ecotourism projects worldwide may lead to global competition for Turkey. |
| 7. | Ecotourism projects will promote and protect the cultural identity of the local population. |
| 8. | There exists a lack of collaboration between tourism agencies and Turkish eco- project managers. |

(a) Using the statement numbers above, identify four external influences on ecotourism projects in Turkey by completing the PEST analysis table below.

| Political | <u>Economic</u> |
|---------------|----------------------|
| <u>Social</u> | <u>Technological</u> |

[4]

(b) (i) Identify one priority within the control of the tourism authorities in Turkey.

[1] (ii) Identify the main threat for ecotourism in Turkey.[1]

- www.papacambridge.com 3 (c) Explain ways in which the impact of negative influences on ecotourism in Turk be managed through marketing and promotion. [6]
- (d) (i) Draw and label a graph of the **six** stages of the product life cycle model in the space below.

| | | 44 | |
|-----|------|---|----------------|
| | | 4 | |
| | (ii) | At which stage of the product life cycle would you place ecotourism in Give one reason for your answer. | For viner's |
| | | 4 At which stage of the product life cycle would you place ecotourism in Give one reason for your answer. Stage of life cycle | Tage c |
| | | | 917 |
| | | Reason | |
| | | | |
| | | [2] | |
| (e) | | plain how the marketing mix can be used in order to improve the image of ptourism products in Turkey. | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | [5] | |
| | | | |

[Total: 25]



BLANK PAGE

| | * | |
|------------|--|--------|
| | 6 Define the term <i>brand loyalty</i> . | |
| Question 2 | Pac. | For |
| (a) (i) | Define the term brand loyalty. | iner's |
| (u) (i) | | 1900 |
| | [1] | CON |
| (ii) | Give one example of how a visitor attraction influences the brand loyalty of its customers. | |
| | | |
| | | |
| | | |
| | [2] | |
| | plain, with examples from the travel industry, how customers are persuaded to itch brands. | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | [5] | |
| ••••• | ႞ႄၟ | |

| | 7 | Hotels • Discounts at over 30 000 hotels worldwide. • Instant reservation |
|-----------------------------------|--|---|
| Holidays | Flights | Hotels |
| Worldwide package holidays. | 135 airlines to 1500 destinations. | Discounts at over 30 000 hotels worldwide. |
| Twin and multi centre holidays. | View and print flight itineraries. | Instant reservation confirmation. |
| Luxury holiday apartments. | | |
| Car Hire | Tours | Transfers |
| Car hire in 50 countries. | Fantastic attraction tickets. | Book online. |
| • Print car hire vouchers online. | Escorted tours.Rail and self drive. | Great value. |

Fig. 1

Study Fig. 1 above, an example of the product and service mix of 'Global Travel', an online travel organisation.

(c) Give four examples of how the product/service portfolio of this online company appeals to a wide range of different market segments.

| Example 2 | |
|---------------------------------------|----|
| | |
| Example 3 | |
| · · · · · · · · · · · · · · · · · · · | |
| Example 4 | |
| | 4] |

| | 446 |
|-----|--|
| | 8 |
| | 8 h 'Global Travel' operates within the public domain, the company's website also hy section. Explain the benefits of using this type of distribution channel for the organisation. |
| (d) | Explain the benefits of using this type of distribution channel for the organisation. |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | [6] |
| | |
| (e) | Assess how online sales brochures, known as e-brochures, offer travel companies a more effective approach to promotion. |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | [7] |
| | [Total: 25] |



BLANK PAGE

| | | 10 |
|------------|--------------|---|
| estion | 3 | aCan |
| (a) F € | Prov eacl | 10 vide a brief description of the following pricing policies and give an example of ho n policy is used in the travel and tourism industry. Market Skimming |
| (| (i) | Market Skimming |
| | | Description |
| | | |
| | | |
| | | |
| | | Example |
| | | |
| (i | ii) | Variable Pricing |
| | | Description |
| | | |
| | | |
| | | |
| | | Example |
| | | [4] |
| | | travel and tourism industry is a highly competitive market, in which price plays an |

(b) (i) Explain the term value for money.

..... [2]

| | 44 | |
|-----|--|-----------------|
| | 11 ¹⁴ D | |
| | 11 (ii) Explain how value for money in relation to a package holiday is often assistent with the features of the destination experienced by the customer. | Samp For iner's |
| | | 'age.c. |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | [6 | 5] |
| (c) | Explain the difference between a price maker and a price taker. | |
| | | |
| | | |
| | | |
| | | |
| | [4] | 1 |

| | 4 |
|-----|---|
| | 12 XX. D |
| (d) | 12 Discuss the range of factors that influence the final price a customer is charge package holiday. |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | [6] |
| (e) | Describe how travel and tourism providers use special offers as a marketing tool. |
| | |
| | |
| | |
| | [3] |
| | |
| | [Total: 25] |



BLANK PAGE

Question 4

www.papacambridge.com 'Tourism Tasmania' carries out a visitor survey every year, in order to help plan better facilities for future visitors. The survey involves a face-to-face interview with the interviewer completing a copy of the printed questionnaire with the respondent's answers.

(a) Name the research technique used by 'Tourism Tasmania'.

.....[1]

The questionnaire comprises a number of multiple-choice questions.

(b) Explain two benefits of this type of question for both the respondent and the market researcher.

..... [4]

14

The questionnaire has a final section entitled 'about you'.

(c) Describe how the information that visitors provide in this section is used by 'Touris Tasmania'.

www.papacambridge.com [6]

The questionnaire asks for details about which information sources have been used in planning your trip to Tasmania.

(d) (i) Identify three forms of promotional material that potential visitors to Tasmania might use when planning their trip.

| Promotional material 1 | |
|------------------------|---------|
| Promotional material 2 | |
| Promotional material 3 | [3] |

| | | 16 MMA D |
|-----|------|--|
| | (ii) | 16 Compare and contrast the effectiveness of two of these promotional material marketing tourism in Tasmania. |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | ۱۹۱ |
| | | [6] |
| (e) | Exp | lain the marketing function of organisations such as 'Tourism Tasmania'. |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | [6] |
| | | [5] |
| | | [Total: 25] |

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

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.