



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

\* 3 1 8 1 4 1 9 1 1 9 9 \*

**TRAVEL AND TOURISM**

**0471/02**

Marketing and Promotion

**October/November 2007**

**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.

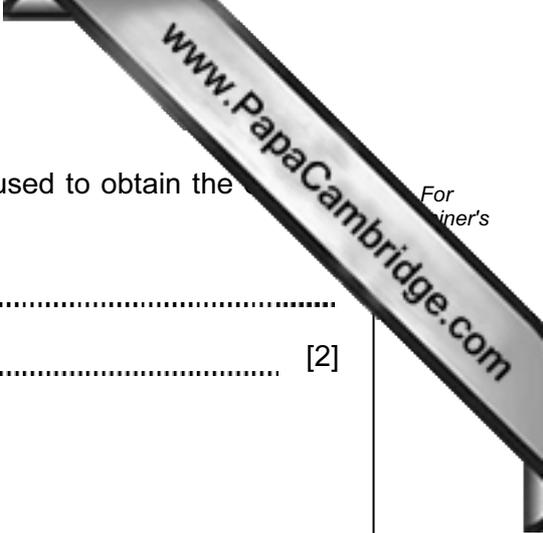
The number of marks is given in brackets [ ] at the end of each question or part question.

For Examiner's Use	
1	
2	
3	
4	
<b>Total</b>	

This document consists of **12** printed pages and **0** blank pages.







(b) (i) Describe **one** market research technique that could be used to obtain the Fig. 1.

.....  
..... [2]

(ii) Give **two** advantages of this type of research technique.

Advantage 1

.....

Advantage 2

..... [2]

(c) State at which stage of the product life cycle you would place the cruise market. Give **one** reason for your answer.

Stage of life cycle

.....

Reason

.....

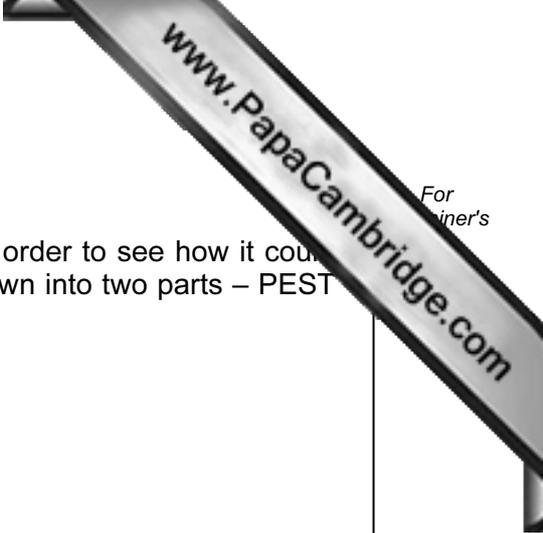
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..... [2]









**Question 3**

The Hong Kong Tourism Authority carried out a situation analysis, in order to see how it could improve tourism provision in Hong Kong. The analysis was broken down into two parts – PEST and SWOT analyses.

**(a)** Identify the **four** sections of a PEST analysis.

Section 1

.....

Section 2

.....

Section 3

.....

Section 4

..... [4]





Many of the tourism products identified by the Hong Kong Tourism Authority are intangible

(d) (i) Define the term *intangible*.

.....  
.....  
..... [2]

(ii) 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.

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.....  
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.....  
..... [3]

[Total : 25]



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

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

.....

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.....

.....

..... [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.

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..... [6]

[Total : 25]