Centre Number	Candidate Number	Name	2.1
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

TRAVEL AND TOURISM

7096/02

Paper 2

October/November 2006

2 hours and 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.

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 **4** blank pages.

Question 1

www.PapaCambridge.com Caye Caulker, a small island off Belize, is situated two kilometres west of the Belizea Barrier Reef in Central America. It has a population of 1 300 and provides 887 hotel rooms in wooden beach hut accommodation for visitors. Most tourism activities are linked to diving in and around the reef.

The Belize Tourism Industry Association (BTIA) has recently conducted SWOT and PEST analyses in order to identify how to improve tourism in Caye Caulker. The results of the analyses are given below:

- Transportation around the island is by electric golf cart which reduces environmental pollution.
- 2. The island has attractive beaches and is rich in marine life.
- Caye Caulker experiences tropical weather systems including hurricanes.
- Many local residents rely on tourism for their living.
- High foreign investment reduces income from tourism for the islanders. 5.
- Promoting the island's eco-cultural tourism may attract new target markets. 6.
- Belize is described as the most expensive country for tourists in Central America.

(a) (i) Using the statements above identify **two** threats to tourism in Cave Caulker

Belize has a poor relationship with its neighbour Guatemala where cruise ships dock because of shared tourism receipts.

(-, (-,	conig and claternessee above, racinary the amount to tourion in case causing
	Threat 1: Statement number
	Threat 2: Statement number [2]
(ii)	Using the statements above, identify two economic influences on tourism in Caye Caulker.
	Economic influence 1: Statement number
	Economic influence 2: Statement number [2]
(b) (i)	Identify the main marketing opportunity for tourism in Caye Caulker.
	[1]

	the state of the s
	3
(ii)	Describe the role that organisations such as the Belize Tourist Industry Associated play in the marketing process.
	[6]
	e tourism product in Caye Caulker is at present limited and does not appeal to the ass tourism market.
(i)	Define the term tourism product.
	[1]
(ii)	Give three examples of tourism products that tourists would expect to find on an island such as Caye Caulker.
	Example 1
	Example 2
	Example 3 [3]
(iii)	Describe what is meant by the term mass tourism market.
	[2]

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	4	For Examiner's
(d)	Explain how tourism providers in a destination such as Caye Caulker could at wider range of tourists.	Use
		aci.C
		OM
	[8]	

[3]

Question 2

(ii)

Example 1

The use of secondary marketing research is important in the travel and tourism industry Statistical analysis of a variety of sources of data provides key information for marketing decisions.

(a)	(i)	Give two examples of	statistical da	ata sources fro	om the accommod	ation sector.

Example 1											
Example 2										[2	2]
State two sources.	ways	in	which	statistical	data	can	be	obtained	using	promotiona	al

Example 2		[2]
-----------	--	-----

		(% of visitors)
	<25	6.3
	25-34	13.5
Age	35-44	21.6
	44-54	21.2
	>55	37.4
	Male	57.2
Gender	Female	42.8
5	Yes	10.2
Disability	No	89.8

Fig. 1

(b) The table in Fig. 1 provides information about visitors to a particular destinati

(i)	Name the type of segmentation used in the table.
	[1]
(ii)	Use three pieces of information from the table to build a customer profile about a typical visitor to this destination.
	1
	2

3 _____

(c)	Exp	Use	
			, GC
		olain how the use of demographic information can help tourism providers to a stomer satisfaction.	YM.
			•
		[3]	
(d)	The	e product life-cycle model is often applied to tourism destinations.	
	(i)	Choose one destination at the growth stage and give two reasons why it is at this stage.	
		Destination	
		Destination	
		Reasons	
		[2]	
	(ii)	Describe how a destination could be re-branded in order to change its position on the life-cycle model.	
		[6]	

	7 Discuss the advantages and disadvantages of branding destinations.	For Evaminar's
(e)	Discuss the advantages and disadvantages of branding destinations.	Use
		Tage
		OM
		•
	[6]	

Question 3

	42	
	8 A. Par	1
estic	on 3	30
The	e holiday market is very competitive and is price sensitive.	3
(a)	a holiday market is very competitive and is price sensitive. Choose two pricing policies that a tour operator might use to attract price sensitive customers. Explain how each policy works.	/e
	Policy 1	
	How it works	
	Policy 2	
	How it works	
		[4]
(b)	Explain why "the going rate" is a competitor-based pricing strategy.	
		••••
		[2]
(c)	List five external factors that determine the price of a holiday.	
	Factor 1	
	Factor 2	••••
	Factor 3	
	Factor 4	
	Factor 5	[5]

[2]

- (d) The use of the Internet in the distribution of holidays also influences price.
- www.PapaCambridge.com (i) Draw a diagram to show how the Internet becomes part of a distribution channel the sale of holidays.

(ii)	Describe holidays.	how	the	Internet	as	а	distribution	channel	impacts	on	the	price	of
													••••
													••••
						••••	•••••	•••••	•••••				••••
		•••••				••••						•••••	
													[4]

(e)	Explain the relationship between competing tourism products and price.	For Examiner's Use
		TOP: COM
	[8]	

Question 4

		The state of the s
		re many ways in which an organisation can promote its products and services. Describe how sponsorship works as a method of marketing communication.
stic	on 4	a Cal
Γhe	ere a	re many ways in which an organisation can promote its products and services.
(a)	(i)	Describe how sponsorship works as a method of marketing communication.
		[2]
	(ii)	Give one example of how public relations can be used in order to promote a new resort.
		[2]
		[2]
(b)	Con	mpare the use of leaflets and touch screens as forms of promotional materials when nmunicating with tourists.
		[6]

	Mary Mary
	12
(c)	Identify six factors that a tourism provider must take into consideration when provider a promotional campaign.
	1
	2
	3
	-
	5
	6 [6]
(d)	City Breaks in London, Paris or Rome are a popular form of European short-haul holidays.
	Give three features of such cities that attract tourists.
	Feature 1
	Feature 2
	Feature 3 [3]
(e)	Choose any tourism product. Explain how the marketing mix for this product is important.
	[6]

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