

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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TRAVEL AND TOURISM

7096/02

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

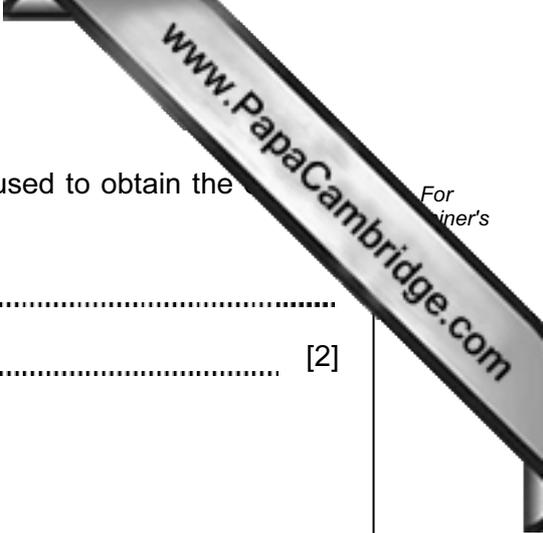
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
You may use a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.

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	
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Total	

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

* 2 5 0 9 7 7 9 2 8 3 *



(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

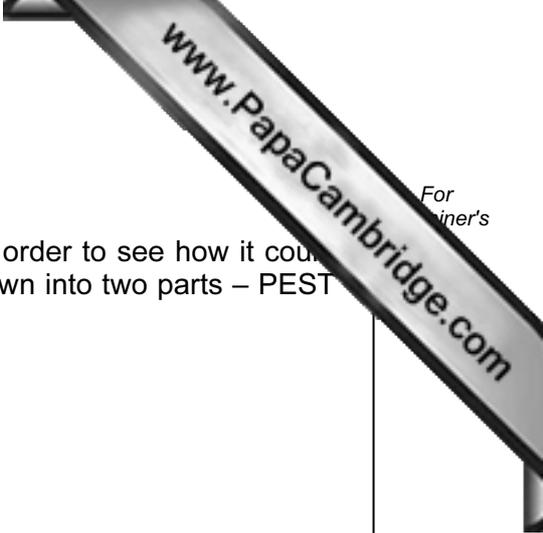
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Reason

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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

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Section 2

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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*.

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..... [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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..... [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]