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General Certificate of Education June 2006 Advanced Subsidiary Examination

TRAVEL AND TOURISM Unit 5 Marketing in Travel and Tourism

TT05



Monday 19 June 2006 1.30 pm to 3.30 pm

For this paper you must have:

• a clean copy of the pre-release material You may use a calculator.

Time allowed: 2 hours

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions.
- Answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work you do not want marked.
- If there is not enough space for your answer(s), use the extra page(s) at the end of the book. If you do this, make sure that you show the number of the question you are answering.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose.

For Examiner's Use						
Number	Mark Number		Mark			
1		3				
2		4				
Total (Column 1)						
Total (Column 2)						
TOTAL						
Examiner's Initials						

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Answer all questions in the spaces provided.

1	(a)	What is the collective term used to describe <i>product</i> , <i>place</i> , <i>price</i> and <i>promotion</i> ?
		(1 mark)
	(b)	At first sight, the Giant's Causeway 'product' is simply a natural feature, but in fact it is more than this. Describe the Giant's Causeway product that is marketed to visitors.
		(6 marks)

Explain why the Giant's Causeway product can be seen as both easy and difficult to market.
(9 ma

Turn over for the next question

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(a)	Refe	r to Figure 11 of the pre-release material.
		gest why the 'scarcity of four star hotel accommodation' is seen as a weakness of Causeway Coast.
	•••••	
	•••••	
		(4 mar
		,
(b)	Fron	n the SWOT analysis shown in Figure 11, identify:
(b)	From (i)	one opportunity that could encourage visits to this area as part of a wider tourisholiday
(b)		one opportunity that could encourage visits to this area as part of a wider touris
(b)		one opportunity that could encourage visits to this area as part of a wider touri holiday
(b)		one opportunity that could encourage visits to this area as part of a wider touri holiday (1 ma
(b)	(i)	one opportunity that could encourage visits to this area as part of a wider touri holiday (1 max) one opportunity that could encourage commercial firms to develop new motels

(c)	Suggest the factors that should be included in the 'economic' section of a PEST analysis.
	(4 marks
d)	How has technology affected the marketing activities of other travel and tourism organisations that you have studied?
	(6 marks

Question 2 continues on the next page

(e)	The Giant's Causeway has a large potential market and visitors continue to be interested in holidays in Northern Ireland.
	Compare the key market segments for the Giant's Causeway with the key market segments identified at one travel and tourism organisation that you have studied.
	(8 marks)

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3	poter	el and tourism organisations need as much information as possible about their actual and ntial customers. The information given in Tables 4–8 of the pre-release material indicates umbers of vehicles and visitors arriving at the Giant's Causeway.
	(a)	Comment on any patterns that you observe in coach arrivals at the Giant's Causeway.
		(4 marks)

Question 3 continues on the next page

(b)	Suggest four pieces of information about coach visitors that could be collected. For each , explain why this information would be useful.
	(8 marks)

(c)	Outline two methods of market research that could be used to collect information about coach visitors to the Giant's Causeway and evaluate the merits of each.
	(10 marks)

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Turn over for the next question

(a) Compare the design and content of the promotional leaflets shown in Figures 8a and 8b of the pre-release material. State which you think is more effective and give reasons for your answer.	
(6 marks)	

(b)	Refer to Figure 9 of the pre-release material.
	Explain how the marketing activities which target coach tour operators would help to achieve the objectives of the Giant's Causeway Visitor Centre.
	(6 marks)

Question 4 continues on the next page

(c)	Travel and tourism organisations use websites as a marketing tool. Evaluate the importance for marketing of the website of one travel and tourism organisation that you have studied.
	(8 marks)

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(d)	Explain the reasons for any similarities and differences between the promotional activities undertaken by the Giant's Causeway Visitor Centre and the promotional activities of one travel and tourism organisation that you have studied.
	(8 marks)

END OF QUESTIONS

QUESTION NUMBER	Write the question number in the left-hand margin.
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