

| | | | |
|---------------------|--|------------------|--|
| Surname | | Other Names | |
| Centre Number | | Candidate Number | |
| Candidate Signature | | | |

| |
|-------------|
| Leave blank |
|-------------|

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.

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

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.

2 Like all visitor attractions, the organisation responsible for the management of the Giant’s Causeway will make use of SWOT and PEST analyses.

(a) Refer to **Figure 11** of the pre-release material.

Suggest why the ‘scarcity of four star hotel accommodation’ is seen as a weakness of the Causeway Coast.

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

(b) From the SWOT analysis shown in **Figure 11**, identify:

(i) **one** opportunity that could encourage visits to this area as part of a wider touring holiday

.....

.....

(1 mark)

(ii) **one** opportunity that could encourage commercial firms to develop new motels and fast food restaurants.

.....

.....

(1 mark)

(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

Turn over ►

3 Travel and tourism organisations need as much information as possible about their actual and potential customers. The information given in **Tables 4–8** of the pre-release material indicates the numbers 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

Turn over ►

QUESTION
NUMBER

Write the question number in the left-hand margin.

A series of horizontal dotted lines for writing, spanning the width of the page below the instruction.

There are no questions printed on this page