

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use
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General Certificate of Education  
January 2007  
Advanced Subsidiary Examination



**TRAVEL AND TOURISM**  
**Unit 5 Marketing in Travel and Tourism**

**TT05**

Monday 15 January 2007 9.00 am to 11.00 am

<p><b>For this paper you must have:</b></p> <ul style="list-style-type: none"> <li>a clean copy of the pre-release material.</li> </ul> <p>You may use a calculator.</p>
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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 to be 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 will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

For Examiner's Use			
Question	Mark	Question	Mark
1		7	
2		8	
3		9	
4			
5			
6			
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			

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Answer **all** questions in the spaces provided.

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1 (a) Identify evidence from the pre-release material which shows that:

(i) the size of the snowsports holiday market is increasing

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*(2 marks)*

(ii) growth of the snowsports holiday market is driven by independent holidaymakers.

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*(2 marks)*







4 Most travel and tourism organisations, including Iglu, make use of research to inform their marketing strategies.

(a) (i) Explain the difference between primary and secondary market research.

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*(2 marks)*

(ii) Describe **two** advantages for travel and tourism organisations of using secondary rather than primary market research.

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*(4 marks)*

(b) For a named travel and tourism organisation that you have studied, **other than** Iglu, describe **one** research method that it uses to find out about its target markets.

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*(6 marks)*

12

**Turn over for the next question**

**Turn over ▶**

5 Markets can be segmented according to different customer types.

Suggest characteristics of the **schools** segment that are significant for marketing snowsports holidays to school trip organisers.

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(5 marks)

<b>5</b>



- 6 (a) Using **Figure 10** of the pre-release material, analyse the main changes taking place in the way in which the public buy their snowsports holidays.

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*(6 marks)*

**Question 6 continues on the next page**

**Turn over ►**









QUESTION  
NUMBER

Write the question number in the left-hand margin.

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QUESTION  
NUMBER

Write the question number in the left-hand margin.

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**There are no questions printed on this page**