Surname	Othe	r Names			
Centre Number		Candid	ate Number		
Candidate Signature					

For Examiner's Use

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

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 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					

G/K151824/Jan07/TT05 6/6/6 TT05

Answer all questions in the spaces provided.

1	(a)	Iden	rify evidence from the pre-release material which shows that:
		(i)	the size of the snowsports holiday market is increasing
			(2 marks)
		(ii)	growth of the snowsports holiday market is driven by independent holidaymakers.
			(2 marks)

Explain two important factors that bring about greater demand for snowsports holic

Turn over for the next question

	(2 mc
(b)	Suggest three appropriate marketing objectives for Iglu, and justify your suggestion

	<i>ata</i> 10 01	ine prov	at one ag	50110105	sacii as	1514 410	marketin	.0.
••••	 		 					
•••••	 		 				•••••	
•••••	 		 					
•••••	 		 					
	 		 			•••••	•••••	
	 		 			• • • • • • • • • • • • • • • • • • • •	•••••	
•••••	 		 					
	 		 			• • • • • • • • • • • • • • • • • • • •	•••••	
	 		 				•••••	

Turn over for the next question

Turn over ▶

		el and tourism organisations, including Iglu, make use of research to inform their strategies.
(a)	(i)	Explain the difference between primary and secondary market research.
		(2 marks)
	(ii)	Describe two advantages for travel and tourism organisations of using secondary rather than primary market research.
		(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.
	(6 marks)

Turn over for the next question

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.
	(5 marks)

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.
		(6 marks)

Question 6 continues on the next page

(b)	Study the 'Ski Holiday Online Search' form in Figure 8 of the pre-release material.
	Identify one strength and one weakness of the online search form shown.
	(2 marks)
(c)	Evaluate the advantages and disadvantages for customers of booking holidays through
. ,	travel agencies.
	(8 marks)

7	Describe the opportunities and threats associated with Iglu's online travel agency operation.
	(8 marks)

Turn over for the next question

Turn over ▶

 99 . 24 b.22	ible reasor	15 101 1510	i s strate	БУ.			
 •••••			•••••	•••••	 		•••••
 				•••••	 		•••••
 			•••••	•••••	 	•••••	•••••
 					 		(8 mar

Q

Compare examples of the promotional methods used by Iglu with those used by one other travel and tourism organisation that you have studied.
(10 mar)

END OF QUESTIONS

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

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

There are no questions printed on this page