

Write your name here	
Surname	Other names
Centre Number	Candidate Number
Edexcel GCE	
<h1>Travel and Tourism</h1> <h2>Advanced</h2> <h3>Unit 10: Promotion and Sales in Travel and Tourism</h3>	
Tuesday 22 June 2010 – Morning Time: 1 hour 30 minutes	Paper Reference 6996/01
You do not need any other materials.	Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 4(b) and 5(b). These questions are indicated with an **asterisk** (*).
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL the questions. Write your answers in the spaces provided.

1 This question is about the sales process and buyer behaviour.

There are a number of stages involved in the sales process. Three of the stages are:

- establishing rapport
- determining customer needs and expectations
- outlining features and benefits.

(a) Describe these **three** stages.

(i) Establishing rapport

(2)

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(ii) Determining customer needs and expectations

(2)

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(iii) Outlining features and benefits

(2)

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Use the following information to answer Question 1(b).

Penny, who works on reception at the four star Langstone Cliff Hotel, has had a busy afternoon. She has dealt with a variety of different situations:

A Spanish family checked in. The parents did not speak much English and their daughters, aged 10 and 12, seemed very excited to be in Britain. The family had lots of questions about where to go but were hesitant because their English was limited. Penny does not speak Spanish.

There was also a group of business people holding a seminar in one of the hotel's meeting rooms. The organiser complained to Penny that the heating was not on and the coffee ordered had not arrived.

(b) Identify a skill/quality Penny will need for each situation. Explain why this skill/quality is required to effectively deal with each situation. You must identify a **different** skill/quality for each situation.

(i) The Spanish family

Skill/quality

(1)

Explanation

(2)

(ii) The business seminar organiser

Skill/quality

(1)

Explanation

(2)



Read the following information before answering Question 1(c).

Christmas at the Langstone Cliff Hotel

The Langstone Cliff Hotel presents a full Christmas programme including both accommodation and all meals and drinks on selected occasions.

The first arrivals for the Christmas period are on the 23rd December. No entertainment programme is scheduled. Many of our Christmas Holiday guests check in on this date for a pleasant relaxing day prior to the celebrations. Dinner is 7 p.m. – 9 p.m.

Christmas Eve - 24th December...

This is a special time at the Langstone Cliff Hotel with a Champagne Reception and a chance to meet old friends and new. Enjoy a little light entertainment with a pre-Christmas disco to work off your dinner.



Christmas Day - 25th December...

All the children will be up early as Santa will have visited overnight but don't worry he'll be back in person later on with an extra gift for all of them. There will be sweets, fruit and nuts available after breakfast. Then a traditional Christmas Lunch with Santa's return visit, followed by a children's party, Christmas tea and finally dinner.

Boxing Day - 26th December...

A little quieter today but watch out for Uncle Michael's Fabulous Fun Show for the children at 3 p.m.

Boxing Day Dinner will be in the Washington Suite. For the first time at the Langstone Cliff Hotel we present a murder/mystery evening. Reception begins at 7 p.m. with dinner starting at 8 p.m. You dare not be late as the entertainment commences from this point on. We shall be joined by a team of six professional actors and actresses, maybe you will spot them, maybe you won't. The plot unfolds as dinner is served.

27th December...

After breakfast today there will be some giant games available.

Then, following lunch, it's party time with more fun for the children at 3 p.m.

Tea is served... then a dinner dance and cabaret in the Washington Suite from 7 p.m. with dancing to a five piece band.



Family Accommodation

Up to two children under the age of 10 years are completely FREE (food and accommodation) when sharing with two adults.

Additional children under the age of 10 years are charged at quarter tariff.

Children 10 - 16 years, sharing as above, are charged at half tariff.

(Source: adapted from www.langstone-hotel.co.uk/christmas.php)



Another situation Penny had to deal with was a man ringing to enquire about Christmas packages at the hotel for 2010. The family consists of:

- the parents
- three children aged between 4 and 9 years
- the children's grandparents.

He needs:

- value for money accommodation
- entertainment for the grandparents where they can meet other adults outside of the family group.

(c) Identify **two** features from the Langstone Cliff Hotel Christmas package that Penny could highlight to the man to meet the family's needs and gain his business.

Explain how each feature would suit this family.

Feature 1

(1)

Explanation

(2)

Feature 2

(1)

Explanation

(2)

(Total for Question 1 = 18 marks)



2 (a) Explain **one** advantage and **one** disadvantage of conducting primary market research.

Advantage

(2)

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Disadvantage

(2)

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Read the following information before answering Questions 2(b) and 2(c).

Tripsaway Travel Agency

Tripsaway Travel Agency is situated on the main high street next to Marks and Spencer, close to the entrance to the covered shopping centre, in the town of Bucksneadsden.

The agency specialises in cruise holidays and long haul packages. Most customers spend more than £500 per person on their holidays.

Tripsaway advertises by placing brochures and cards in the local bookshop and cafe. It also has a website and places adverts in the town's monthly glossy magazine produced for residents.

Tripsaway Travel Agency has two main objectives for the coming year:

- to increase the number of families booking with the agency
- to encourage more winter holiday bookings to improve cash flow throughout the year.



(b) Using the information provided on Tripsaway Travel Agency, explain how the 4 Ps listed below may work for or against Tripsaway Travel Agency as it tries to achieve these objectives.

Place

(3)

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Price

(3)

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Product

(3)

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Promotion

(3)

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(c) Tripsaway Travel Agency wants to develop its promotional activities to help achieve its objective of encouraging more winter holiday bookings.

Suggest **two** promotional techniques and/or promotional materials the agency might use. Justify your suggestions.

Suggestion 1

(1)

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Justification

(2)

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Suggestion 2

(1)

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Justification

(2)

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(Total for Question 2 = 22 marks)



3 (a) Describe each of the following promotional techniques.

Advertising

(2)

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Sales promotion

(2)

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Direct marketing

(2)

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Transport principals offer a range of services to meet the needs of a variety of customers.

Use the following information on Megabus to answer Questions 3(b) and 3(c).

Megabus is the UK's first low fare intercity bus service. Megabus made low cost airlines look expensive, first, by providing London to Manchester tickets for £1, then by producing London to Glasgow tickets for £1. The journey from Scotland to London takes all night but at a price like this, sleeping on a coach doesn't seem so bad after all!

Tickets can be booked over the internet, and may be booked as late as only an hour before departure. Fares increase steadily as the seats fill up, though the most expensive one-way fare is still only around £14.

(Source: adapted from www.megabus.com, February 2009)

- (b) Choose the **main** target market you think will be attracted to the Megabus service. Explain why you think this particular target market will be attracted to this service.

Target market

(1)

Explanation

(3)

- (c) (i) Suggest an item of promotional material that would be suitable for the target market you have selected in 3(b).

(1)



(ii) Explain why your promotional material would be effective for the chosen target market.

(3)

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(iii) In the space provided on page 12, design your item of promotional material. Use the information from the extract and add other information you think important.

You should consider:

- your target market (2 marks)
- appropriate information (6 marks)
- presentation. (4 marks)

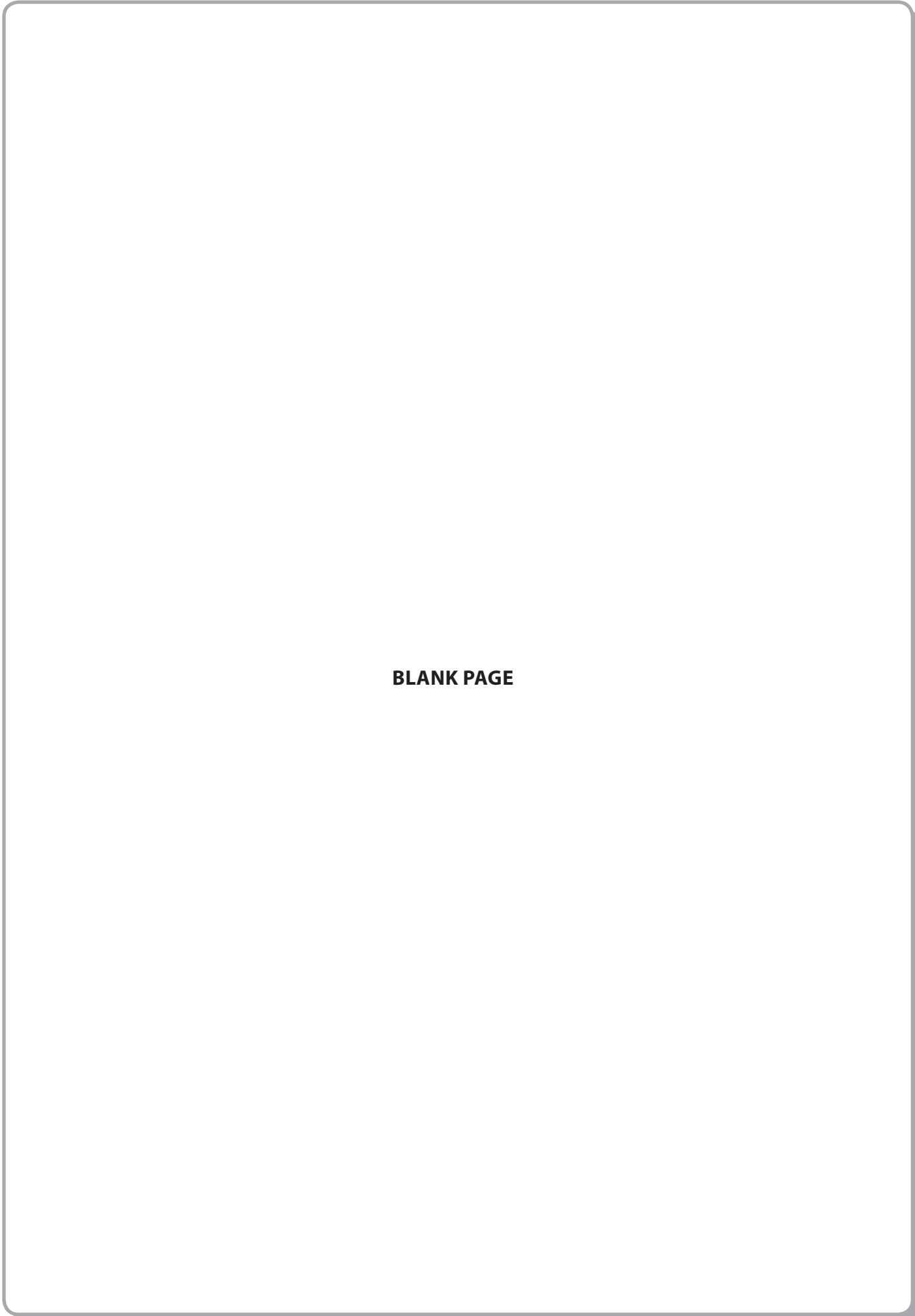
(12)



Design your item of promotional material here

(Total for Question 3 = 26 marks)





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Use the following information to answer Question 4.

The Bell Hotel

The Bell Hotel is a small hotel that offers cosy rooms with high quality cotton sheets, luxurious bathrooms and complimentary white fluffy bathrobes. The hotel restaurant is renowned for its food, fine wine and excellent service.

The manager of The Bell Hotel has recently learned that Hotel du Vin, part of a luxury national hotel chain, is opening at the other end of town. This will be a serious competitor to The Bell Hotel.

One of the key factors of the business environment likely to affect promotional activities is competition.

- 4 (a) Suggest **two** promotional techniques/materials The Bell Hotel could use to try and reduce the threat of the new competitor opening nearby. **Justify** your suggestions.

Suggestion 1

(1)

Justification

(2)

Suggestion 2

(1)

Justification

(2)



Read both parts of Question 5 before answering the question.

5 (a) Describe **one** promotional campaign undertaken by a travel and tourism organisation you have studied. You should include:

- promotional techniques used during the campaign
- promotional materials used during the campaign
- where and when the promotional materials were used during the campaign.

Chosen promotional campaign

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Promotional techniques used

(2)

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Promotional materials used

(2)

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Where and when the promotional materials were used

(2)

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* (b) Assess the effectiveness of the promotional campaign you have described in 5(a).

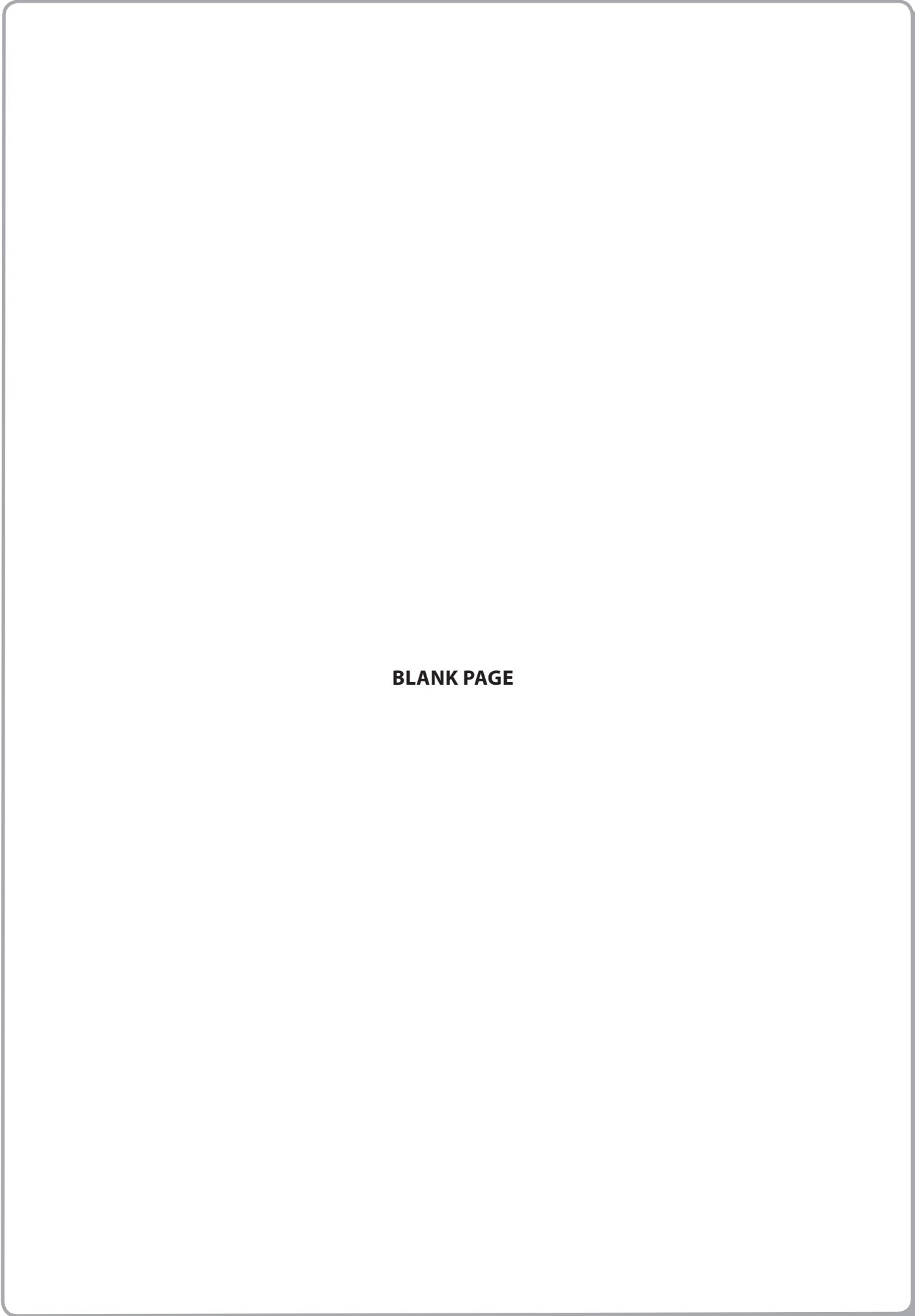
(6)

Area with horizontal dotted lines for writing the answer.

(Total for Question 5 = 12 marks)

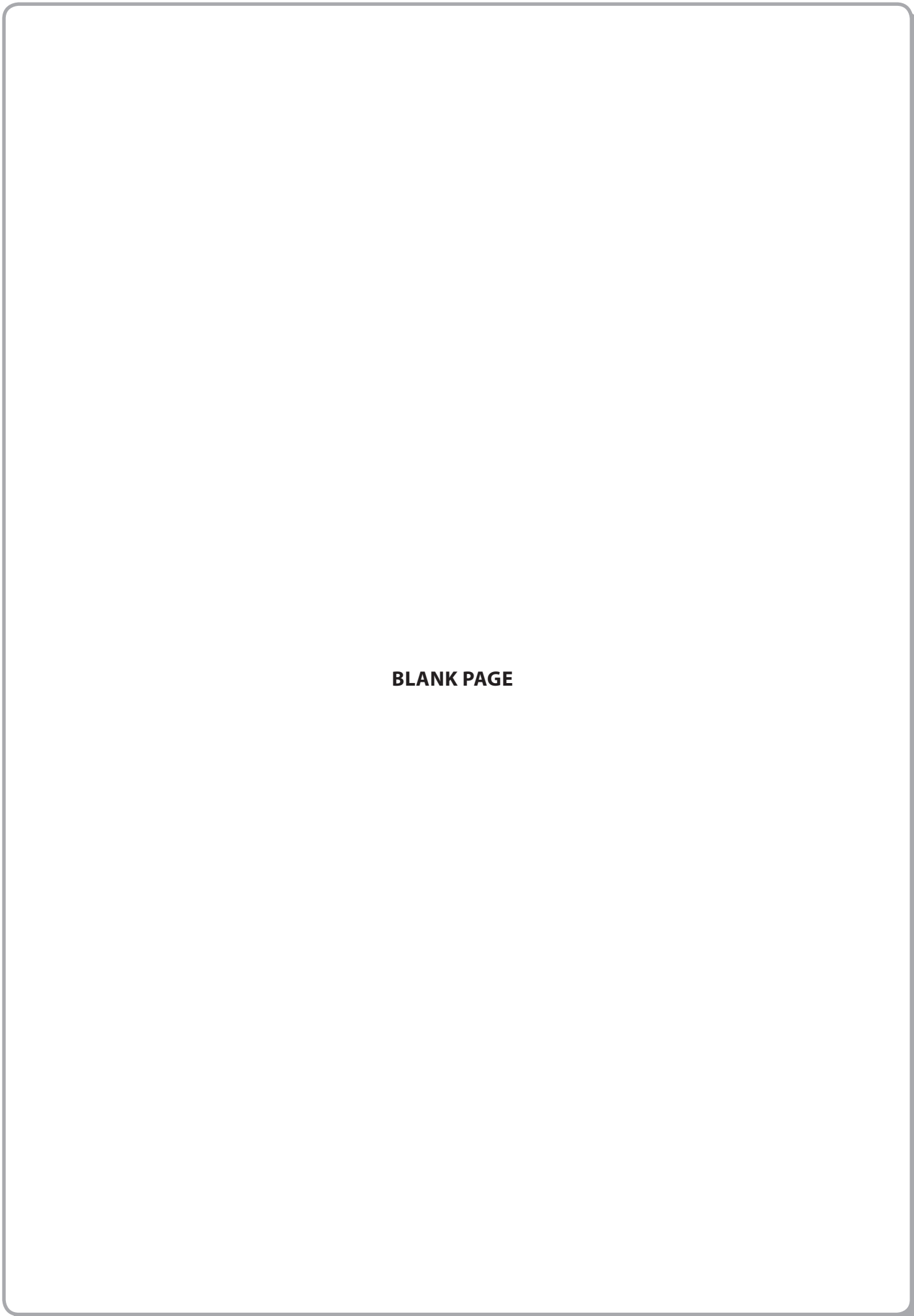
TOTAL FOR PAPER = 90 MARKS





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