

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Advanced

Unit 10: Promotion and Sales in Travel and Tourism

Tuesday 21 June 2011 – 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 3(b) and 6(b). These questions are indicated with an **asterisk** (*)
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

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
- overcoming objections.

(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) Overcoming objections

(2)

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

(Blueberry Farm is a fictitious organisation.)

Jenny works at the ticket office of 'Blueberry Farm', a visitor attraction specialising in rare breed farm animals. She is the first person to greet visitors as they arrive at the attraction.

It is a Wednesday morning and she deals with two different types of customers.

- The first is a school group. Two teachers arrive with a very excited group of 20 children aged five and six years old. There is a lot of noise from the children as they jump up and down waiting to get into the farm. One teacher looks after the group while the other one tries to talk to Jenny about their booking and ticket payment.
- The second customer is a keen pig enthusiast. He has heard that Blueberry Farm has successfully managed to breed a specific type of pig and he is interested in learning more about it.



(Image source: www.pigparadise.com)

(b) Identify and explain **one** skill/quality Jenny could use for each customer to effectively meet his or her needs. You must identify a **different** skill/quality for each customer and explain why it would have been effective.

(i) School group

Skill/quality

(1)

Explanation

(2)



(ii) Pig enthusiast

Skill/quality

(1)

Explanation

(2)

(Total for Question 1 = 12 marks)



Read the following extract before answering Question 2.

(Duke Hotel is a fictitious organisation.)

Duke Hotel is a three star hotel situated in the centre of Bath. 'Trip Advisor' is a website that customers use to make comments on hotels that they have stayed in across the world. Other customers use these reviews to determine their choice of hotel when planning visits because they trust these customers as they are not employed by the hotels and therefore are felt to be telling the truth.

Duke Hotel in the past has always scored well on Trip Advisor. However comments such as 'dirty bathrooms', 'slow service in the restaurant' and 'unfriendly staff' have been made in the last few weeks.

2 The Manager of the hotel decides to undertake some market research to see if she can find out the reasons behind the comments. She is going to use last month's figures on bed occupancy and sales figures to see if these are different from the previous six months.

(a) (i) Explain why this market research may be useful to the Manager.

(3)

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(ii) Explain why this market research may **not** be useful to the Manager.

(3)

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(b) Describe another method of market research that the Manager may find useful to understand the reasons behind recent negative comments from customers. Justify your description.

(4)

Description

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Justification

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(Total for Question 2 = 10 marks)



Read the following extract before answering Question 3(a).

Many Red Sea hoteliers are actively offering free all-inclusive upgrades.

The Rendezvous, a four star hotel in Hurghada on the Red Sea in Egypt, has introduced two new all-inclusive packages, Basic and Select. Both include water sports and a sunset cruise but the Select package has a wider selection of alcoholic drinks and more dining options.

The Basic package starts at £800 and the Select package starts at £950 per person for seven nights. These prices increase dramatically during the school holidays. Children under 16 years staying in the same room as two full paying adults get a 25% reduction.

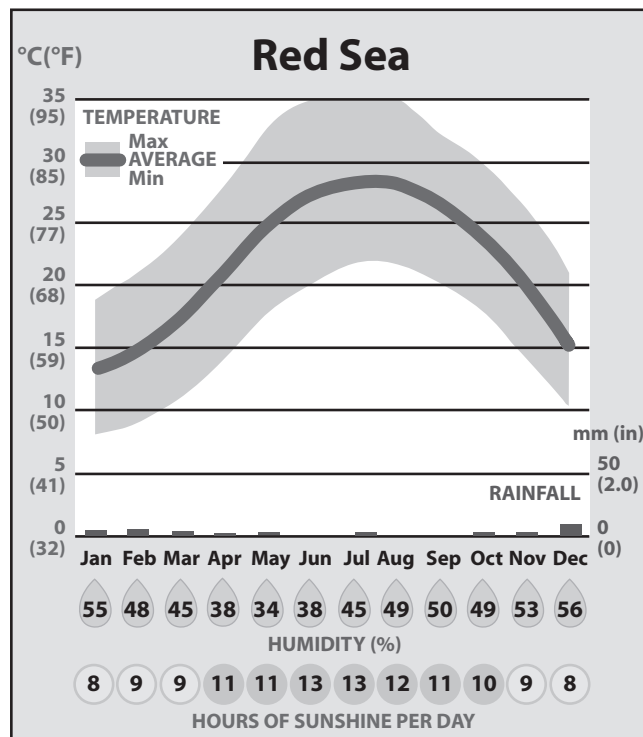
The Rendezvous used to open between October and April but now opens all year around.

You can book the all-inclusive rates direct with the hotel and Easyjet flies twice a week throughout the year to Hurghada. Many companies offer charter flights especially during the school holidays.

Tour operators such as Kuoni are offering packages to the Rendezvous including flights and transfers from £1000 per week.

The hotel advertises on its own website and is mentioned as an accommodation option on Easyjet's website. Kuoni feature the hotel in its brochure. The Egyptian Tourist Board runs television adverts in Britain to encourage families to visit the Red Sea during the school holidays.

Red Sea climate chart



(Source: adapted from *Travel Weekly*, 4 December 2009, <http://www.worldtravelguide.net/country/80/climate/Africa/Egypt.html>)



3 The Rendezvous hotel has two main objectives for the coming year:

- attracting more wedding and honeymoon couples
- increasing year round occupancy.

(a) Explain how each of the 4 Ps may work for or against The Rendezvous in achieving these objectives.

Product

(3)

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Price

(3)

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

Direct marketing

(2)

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Public relations

(2)

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Sales promotion

(2)

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(b) 'All product publicity is good whether it is good or bad.'

Explain what is meant by this statement. Use an example to support your answer.

(4)

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(d) Recommend **one** promotional technique or material that a travel agent could use to promote 8 to 13 night holidays. Justify your recommendation.

(4)

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(Total for Question 4 = 20 marks)



Read the following information before answering Question 5.

Loyalty schemes are known for increasing customer spend and improving customer retention. The travel and tourism industry makes wide use of loyalty schemes; e.g. Virgin Atlantic's Flying Club.

Hotel loyalty schemes are growing particularly quickly. Hotel brands with a number of different named hotels in their group sometimes confuse customers as they cannot remember all the hotels in the group where points can be redeemed/spent. However, customers do like choice!

(Source: adapted from Peter Clark, *The Wise Marketer*, April 2004)

InterContinental Hotels Group's loyalty scheme is the Priority Club. This is the webpage used by Priority Club Cardholders.

The screenshot shows the IHG Priority Club website. At the top left is the IHG logo and the website URL www.ihg.com. A navigation bar includes links for Home, Customer Care, Priority Club, and Travel Arranger, along with a Language/Country dropdown menu. Below this is a secondary navigation bar with links for Reservations, Meetings & groups, Packages, Customer care, Corporate information, and Careers. A large promotional banner reads "Book early and Save up to 20%" with logos for InterContinental, Crowne Plaza, Hotel Indigo, Holiday Inn, Holiday Inn Express, Staybridge Suites, and Candlewood Suites. Below the banner is a horizontal menu listing the hotel brands. The main content area is divided into three columns. The left column features a "Sign In" section with fields for email or Priority Club#, PIN#, and a "SIGN IN!" button, along with a "Join Now!" button for earning free nights. The middle column is a "Find an IHG Hotel" search form with options to search by City, Address, Attraction, Airport, or Route. It includes fields for Country, City/Town, Check-In Date, Check-Out Date, Nights, Adults, Children, and Rooms, and a "Find Hotel" button. The right column contains promotional offers: "Lowest Internet Rate Guarantee", "Email Offers" (Sign Up for Email Today), and "Featured Offers" (London is at its best at weekends). A phone number 0871 423 4896 is displayed at the bottom right.

(Source: /www.ihotelsgroup.com/)



(b) Two types of customer that the IHG hotel chain is trying to attract are:

- business customers
- leisure customers.

For each customer type, describe **one** promotional technique or material, other than loyalty schemes, that the hotel chain could use to attract them. The promotional technique or material must be different for each customer type. Justify your descriptions.

(i) Business customers

Description

(2)

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Justification

(3)

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(ii) Leisure customers

Description

(2)

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Justification

(3)

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(Total for Question 5 = 16 marks)



6 (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 6(a).

(6)

Area with horizontal dotted lines for writing.

(Total for Question 6 = 12 marks)

TOTAL FOR PAPER = 90 MARKS



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