

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

Monday 18 June 2012 – Afternoon

Time: 1 hour 30 minutes

Paper Reference

6996/01

You must have:
Calculator.

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

Three of the stages are:

- Establish rapport
- Determine customer needs and expectations
- Overcoming objections

(a) Describe these stages.

(i) Establish rapport

(2)

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(ii) Determine customer needs and expectations

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(iii) Overcoming objections

(2)

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

Penny Muir owns Sleepy Sheep Farm where she keeps rare breed sheep. In order to make some extra money she has decided to open the farm as a visitor attraction.

She has decided to run a promotional campaign during her first year of opening. This campaign will include these promotional materials:

- a mailshot to schools and playgroups situated within 10 miles of the farm
- an advert placed in a magazine called 'Living in the Country' which has articles on country life.

(b) Identify **one** market segment that would be attracted by each of these promotional materials. The market segments you identify must be different.

(i) Mailshot to schools and playgroups within 10 miles of the farm.

(3)

Market segment

Explain why the mailshot would attract the market segment you have identified.



(ii) Advert in 'Living in the Country' magazine.

(3)

Market segment

Explain why the advert would attract the market segment you have identified.

(c) Explain **one** advantage and **one** disadvantage of conducting primary research.

(4)

Advantage

Disadvantage

(Total for Question 1 = 16 marks)



Read the following information before answering Question 2.

Ragdale Hall

Ragdale Hall is a spa located in the Leicestershire countryside, 100 miles from London.

It offers excellent facilities and is one of the most luxurious and relaxing health spas in the country. It was recently voted Best Spa in Europe.



Ragdale Hall offers Spa Days where customers have a whole day of pampering from £69 per person as well as Spa Breaks where customers can have a two-night break with treatments and meals from £299 per person. There is a choice of accommodation: twin rooms, triple rooms and suites which have a mini-bar, coffee maker and an iPod dock.

All customers to the spa can enjoy the use of:

- an extensive daily programme of exercise classes
- an air conditioned gym
- the thermal spa including candle pool and a series of heat and water experiences
- a 25 metre indoor swimming pool
- an indoor exercise pool with a daily programme of water exercise sessions
- mountain bikes
- tennis courts
- free Wi-Fi.

Ragdale Hall is open all year around. Peak season is from January to March.

There are special day packages for different customers including:

- Male Zone with stress relieving massages and skin facials (£73).
- Mother and Daughter Day with spa treatments and lunch (£69 each).
- Couples Day allowing couples to spend time together enjoying spa treatments and a champagne lunch (£199 per couple).



Ragdale Hall has a website which has a downloadable brochure and a virtual reality tour of its facilities. The Hall features in a number of spa brochures that advertise the best spas across the world. In addition, it places adverts in major magazines including Good Housekeeping and Saga. It also sends direct mailshots to large organisations offering discounts to business executives for a one-day spa package.

How to get to Ragdale Hall

- By road – Ragdale Hall is 15 miles off the M1 at Junction 21a.
- By rail – Leicester, Loughborough and Melton Mowbray are the nearest railway stations to Radgale Hall.
- By air – East Midlands Airport is 25 minutes away.

Transfers can be arranged from local stations and airport to the Hall.

(Source: Ragdale Hall Health Hydro and Thermal Spa in Leicestershire)

Ragdale Hall has two main objectives for the year:

- to attract more incoming tourists from Europe
- to attract more male customers.

2 Explain how each of the 4 Ps may work for or against Ragdale Hall as it tries to achieve these objectives.

Product

(3)

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Price

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Place

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Promotion

(3)

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(Total for Question 2 = 12 marks)



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

This information is taken from a brochure sent by post to potential customers.

QHotels Brochure

Enjoy a heart-warming winter break with QHotels.

We hope that you have had a fantastic Christmas and we are all now starting to look forward to what 2011 may bring. So, do you have your New Year's resolution? If not, make it your mission to have fun and treat yourself unashamedly in 2011. That romantic break you've been planning for ages but never got round to, that part of the country that you've always wanted to explore. These winter offers give you the absolute perfect excuse!

And don't worry about braving the arctic weather, we've got everything included in this fabulous offer, including a great three-course evening meal on both nights of your stay. Coming to one of our comfortable, warm restaurants is the new going out and the best bit, just a short walk back to your bedroom.

We look forward to welcoming you to QHotels soon,



Michael Purtil, Managing Director

Save up to 65% and book your winter getaway now!

Please visit www.QHotels.co.uk/winter11 or call 0845 074 0050 and quote Winter11

Available to book for stays between 2nd January – 13th March 2011.

Follow us on:  and 



Enjoy a two night break for two guests from just £190, dinner, bed and breakfast.

(Source: © Marketing collateral provided by QHotels - www.QHotels.co.uk)



3 (a) (i) Identify and describe **two** different promotional techniques used by QHotels in this brochure.

(4)

Promotional technique 1

Description

Promotional technique 2

Description

(ii) Identify a target market that QHotels hoped to attract.

Explain why **one** of the promotional techniques you have described in 3(a)(i) could have been effective in attracting this target market.

(4)

Target market

Explanation



Use the following information to answer Question 3(b).

Mobile Technology

In recent years the launch of the iPhone and iPad have revolutionised the way we access the internet and communicate with one another. It is estimated that the total number of iPhones in the market will top 9.4 million by the end of 2015 constituting 11% of the total devices used in the UK. This does not include those belonging to incoming tourists to the country who are likely to increase this number even further. We now expect to be able to get instant information on a destination, visitor attraction, hotel or restaurant both at home and as we move about.

(Source: Adapted from Mobile Technology Tourism Issue 145 Winter 2010)



Read the whole of Question 4 before answering parts (a) and (b).

(The Billabong Hotel is a fictitious hotel.)

The Billabong Hotel

The Billabong Hotel is situated on the coast of Queensland in Australia. In January 2011 its trade suffered as a result of severe flooding in Queensland. Domestic and incoming tourists stayed away because of the flooding. Incoming tourists also stayed away because of a 20% increase in the value of the Australian dollar. This made Australia appear expensive to incoming tourists from Britain and elsewhere.

The hotel has 100 family bedrooms which can sleep 2 adults plus 2 children and 400 twin/double bedrooms. There is a large outdoor pool, a kids club, tennis courts and a relaxing spa.

The hotel's manager is preparing a promotional campaign for next spring. In Australia spring is from September to November. The manager is keen to attract two different types of tourists:

- the British market which has a strong tradition of travelling to Australia
- the domestic family market from the cities of Sydney and Melbourne.

4 To help plan this promotional campaign the hotel manager has requested your services as a marketing consultant.

The campaign will run from July to September.

Costs for the campaign will be calculated in pounds sterling.

The budget for the promotional campaign is £200,000.

Cost of national newspaper adverts (both in Australia and Britain)

½ page £20,000

¼ page £10,000

Cost of local Australian newspaper adverts

½ page £2,000

Sales Promotion

25% off the cost of a room during November (subject to availability). Rooms cost £200 per night.

Direct Marketing

Cost of mailing British families known to have relatives in Queensland who they have visited before, £5 per mailshot. 5000 contacts on database.

Public Relations

Accommodating journalists at the hotel for three nights, including food.

Cost to the hotel:

- £2000 for each British journalist
- £200 for each Australian journalist.



(a) Using the information given, suggest a promotional campaign **with costs** which will attract these types of tourists:

- the British market which has a strong tradition of travelling to Australia
- the Australian family market from the cities of Sydney and Melbourne.

(10)

British market

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Question 4(a) continues on the next page.



Australian family market

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Total Cost

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(b) Explain how your suggested promotional campaign will attract the target markets the Billabong Hotel wants.

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(Total for Question 4 = 16 marks)



Read the following information before answering Question 5.

The London Organising Committee of the Olympic Games and Paralympic Games produced a booklet. It provides a practical guide as to how tourism-related organisations can promote themselves before and during the Games.

'Brand Protection: Information for the Tourism Sector' produced March 2010.

Due to the way the Games are funded it must be ensured that businesses do not promote themselves in a way which suggests they have an association with the Games. This would undermine the rights of the official sponsors of the Games, known as '**London 2012 Partners**' (which from the tourism sector include British Airways, Thomas Cook and International Hotel Group).

Official Olympic trademarks and designs cannot be used on any unofficial promotional literature.

The image below is an example of what you cannot do.



X Example: An advert which creates an association with London 2012 through use of images and text

It is acceptable to use the phrase 'summer of 2012' so special offers can be targeted at all visitors in the 'summer of 2012' rather than just visitors to the Olympic Games.

It is acceptable for a tourism organisation to say "we are located in Greenwich. Greenwich is within walking distance of an Olympic site". It is not acceptable to say "we are within walking distance of an Olympic site."

(Source: adapted from <http://www.london2012.com/documents/brand-guidelines/brand-protection-information-for-the-tourism-sector.pdf>)



5 (a) Evaluate whether this booklet helps or hinders the tourism industry as it gets ready for one of the biggest events this century in Britain.

(6)

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(Parminter Hotel is a fictitious organisation.)

The Parminter Hotel

Derek Parminter runs a small hotel in London. He is anxious to take full advantage of the fact that so many visitors will be coming to London to see the Olympic Games.

He is thinking about his promotional activities. His hotel has eight bedrooms all with en-suite facilities. The hotel is close to a Central Line tube station which provides easy access to the Games.

He knows some local taxi drivers who can take visitors to the Games.

Two specific customer types Derek is trying to attract are:

- Incoming tourists
- Domestic tourists

(b) For **each** of the customer types that Derek is trying to attract, suggest a promotional technique/material that he could use. Justify your suggestions.

(i) Incoming tourists

Suggestion

(2)

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Justification

(3)

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(ii) Domestic tourists

Suggestion

(2)

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Justification

(3)

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(Total for Question 5 = 16 marks)



6 (a) Travel and tourism organisations try to attract different types of customer.

Two types of customer are:

- Families with children
- Couples in their 50s whose children have left home

Describe a promotional campaign undertaken by a travel and tourism organisation you have studied that attracted **one** of these types of customer.

Indicate the type of customer attracted by putting a cross in the box ☒. If you change your mind about the answer, put a line through the box ~~☒~~ and then mark your new answer with a cross ☒.

Families with children

Couples in their 50s whose children have left home

(6)

Chosen promotional campaign

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Description of promotional campaign

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*(b) Evaluate the effectiveness of the promotional campaign you have described in 6(a).

In your evaluation you could consider:

- the range of techniques and materials used
- the costs of the campaign
- how successful the campaign was.

(8)

(Total for Question 6 = 14 marks)

TOTAL FOR PAPER = 90 MARKS



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