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# Travel and Tourism

**Advanced**

**Unit 10: Promotion and Sales in Travel and Tourism**

Tuesday 10 June 2014 – 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 2(d) and 4(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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**PEARSON**

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

This question is about the sales process.

**1** Identify the stage of the sales process described in the following statements.

(a) (i) Making a positive initial relationship with the customer.

(1)

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(ii) Asking a variety of questions to find out what the customer is looking for.

(1)

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(iii) Sending a card to welcome them home after their holiday.

(1)

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(b) You work in a travel agency and are serving an elderly couple asking about coach holidays in the UK. You have described a holiday that you think would suit them. However, they still seem a little unsure.

Explain the next stage in the sales process you would use to ensure you book a holiday for this couple.

(3)

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

EME trains is a fictitious organisation.

### **EME trains**

Urvi works in the marketing department of EME, a train company. EME operates trains between Sheffield and London with stopping points throughout the Midlands including Derby, Leicester and Bedford. On weekdays the trains are always full during the peak hours of 07.00–10.00 and 16.00–19.00; however, outside these hours the trains run below capacity.

Urvi has suggested that EME runs a promotional campaign from January to June to include the following materials:

- A leaflet handed out at stations at peak travel times offering free upgrades to first class travel for customers travelling on Fridays and Mondays between 11.00 and 15.00
- Posters at all the stations EME trains call at to advertise the easy links to East Midlands Airport, Luton Airport and London St Pancras International/Eurostar terminal from the EME rail routes.



(c) Two customer types EME is aiming to attract are:

- retired couples
- business people.

Explain whether the promotional material used would attract each customer type.

(8)

[Area with 20 horizontal dotted lines for writing the answer]

(Total for Question 1 = 14 marks)



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2 (a) Define the following terms:

(i) promotional technique

(2)

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(ii) media

(2)

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Read the following information before answering Question 2(b).

### **Paultons Park**

Paultons Park is located in the village of Ower near Romsey in Hampshire. The Park covers 140 acres of land, including gardens and lakes, animals and birds and theme park rides. Most of the theme park rides are designed for children.

Paultons Park offers:

- 60 rides and attractions, including roller coasters and water rides. In 2012 the park opened a new drop and twist 25 m tower ride called MAGMA
- Peppa Pig World, a themed area with rides
- a 4D cinema that opened in 2013
- educational programmes for schools
- access to the M27 motorway at Junction 2, close to the New Forest National Park. The nearest train stations are at Southampton Airport and Southampton Central (both within 15 minutes by taxi)
- access to the ports of Portsmouth and Poole which are within 50 minutes driving time. The Eurotunnel is under three hours drive away.

Paultons Park makes extensive use of technology in its marketing activities. It has a large English language website, it runs a blog and has Facebook and Twitter pages. It is also rated on Trip Advisor.

The Park advertises on regional TV and radio.

Tickets booked on the website prior to visiting are cheaper than paying on the day.

One-day tickets are £21–£24 for an adult and £18.50–£21.50 for senior citizens aged over 60 years. Children under one metre tall gain free entry. Short breaks offering two days in the park and overnight accommodation nearby can be booked from £40 per person.

(Source: <https://paultonspark.co.uk>)





(b) Paultons Park has two main objectives for the year:

- To increase the number of grandparents visiting the park with their young grandchildren
- To increase the number of European families visiting the park

The marketing mix includes the 4Ps: product, price, place and promotion.

Explain how the marketing mix may work for or against Paultons Park as it tries to achieve these objectives.

(i) Product

(3)

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(ii) Price

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(iii) Place

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(iv) Promotion

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(c) Explain why organisations must ensure that the different components of their marketing mix work together effectively to meet their objectives.

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**Read the following information before answering Question 3.**

Go Away Airlines is a fictitious organisation.

Go Away Airlines is planning its marketing activities for next year. It wants to undertake market research to see which market segments currently fly with the airline so that it can target these more effectively.

**3** (a) Suggest **one** primary market research method and **one** secondary market research method Go Away Airlines could use to find out the information it requires. Justify your suggestions.

(i) Primary market research method

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(ii) Secondary market research method

(4)

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(b) Explain why it is important for travel and tourism organisations to understand their target market when planning their promotional activities.

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**(Total for Question 3 = 14 marks)**



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**4** (a) Identify the promotional technique for each of these promotional activities.

(i) Face to face, telesales (1)

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(ii) TV, local and national press, posters (1)

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(iii) Discounts, incentives, competitions (1)

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(iv) Press release, community relations, corporate communications (1)

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**Read the following information before answering Questions 4(b) and 4(c).**

*Barrhead Hotel is a fictitious organisation.*

### **Barrhead Hotel**

Barrhead Hotel is situated in the centre of Bournemouth. It has 100 bedrooms with en suite bathrooms. It also has a restaurant, a bar and a gym. Currently most of its customers are domestic leisure tourists.

People come to Bournemouth because of its magnificent sandy beach and the water sports available. Bournemouth is also renowned for its large number of conference venues.

Last year Barrhead Hotel extended its facilities to include a number of small meeting rooms and access to free WiFi throughout the hotel.

Barrhead Hotel's objective is to attract more business travellers and conference delegates to use the hotel.

Barrhead Hotel has commissioned the services of a marketing company which has put forward two promotional campaign ideas.

#### **Promotional Campaign 1**

- Place a series of advertisements in national newspapers promoting the hotel and its business facilities, offering a discount of 25% if rooms are booked quoting a special code from the advertisement.
- Contact one of the large conference venues in the town and pay them to include a flyer promoting the hotel in each of the joining packs they send to delegates attending conferences at the venue.

#### **Promotional Campaign 2**

- Buy a database list from one of the large conference venues in the town and contact the individuals and companies on the database directly by email to promote the hotel and provide a web-link through to the hotel's website.
- Invite a group of local journalists from the *Bournemouth Echo* to the hotel so that they can experience the new meeting room and other business facilities plus the restaurant food. The paper has agreed to write a feature about their experiences at the hotel.







Barrhead Hotel also wants to increase the number of families with young children coming to the hotel during the school summer holidays.

(c) (i) Other than the activities used in the promotional campaigns in 4(b), describe a promotional campaign you think would attract this family market. You should include timescales for your suggested promotional campaign.

(4)

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(ii) Justify why this promotional campaign is likely to attract families with young children to Barrhead Hotel over the school summer holidays.

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**(Total for Question 4 = 20 marks)**



**Read the following information before answering Question 5.**

Travel and tourism organisations use market segmentation to develop promotional campaigns. One market segment is 'geography' and includes potential customers locally, regionally, nationally and internationally.

- 5 (a) Describe a promotional campaign undertaken by a travel and tourism organisation you have researched that targeted **one** of these market segments. (8)

**Indicate your choice of market segment by putting a cross in the box.**

- Local
- Regional
- National

Chosen promotional campaign

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Description of promotional campaign

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