

Surname	Centre Number	Candidate Number
Other Names		2



**GCE AS/A level**

1683/01

**TRAVEL AND TOURISM**

**Unit 3 - Marketing in Travel and Tourism**

P.M. TUESDAY, 17 January 2012

1½ hours

For Examiner's use only		
Question	Maximum Mark	Examiner Mark
1	17	
2	15	
3	13	
4	18	
5	17	
<b>Total</b>	<b>80</b>	

**ADDITIONAL MATERIALS**

In addition to this examination paper you will need a resource booklet.

**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Answer **all** questions.

Write your name, centre number and candidate number in the spaces at the top of this page.

Write your answers in this answer book.

**INFORMATION FOR CANDIDATES**

You are reminded of the necessity for good English and orderly presentation in your answers. Assessment will take into account the quality of written communication used in your answers.

The number of marks is given in brackets at the end of each question or part-question.

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1. In order to develop a *marketing strategy* to promote their products and services travel and tourism organisations have to find out the customers' needs. Much of this information can be obtained directly from the public.

(a) (i) What is the term used when finding out information directly from the public?

..... [1 mark]

(ii) Describe **two** different methods by which information can be obtained directly from the public.

1 .....

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2 .....

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..... [4 marks]

(b) Explain why it is important for travel and tourism organisations to understand their customers' needs.

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..... [6 marks]

Study **Fig. 1**. Many travel and tourism organisations continuously evaluate their performance by collecting qualitative and quantitative information.

**Fig. 1**

Monthly sales returns		
Month	Sales 2010	Sales 2009
January	10560	9897
February	11347	10493
March	11286	12015

The staff were very helpful and said it was no problem putting a cot into my room.

The breakfast menu was very limited.

The flight departure was delayed by thirty minutes

(c) Describe how a travel and tourism organisation you have studied uses, or could use, technology to obtain both qualitative and quantitative information.

Name of organisation .....

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[6 marks]

Total 17 marks

2. Travel and tourism organisations set *marketing objectives*.

(a) (i) What is the purpose of setting *marketing objectives*?

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[2 marks]

(ii) Write the number of the example from the list below into the correct box to identify a suitable *marketing objective* for the appropriate letter of the SMART criteria.

Examples of *marketing objectives* which might be used by a large hotel:

1. Encourage more business customers to make a repeat booking
2. Increase sales by the end of February
3. Reduce complaints by 10%
4. Alter the restaurant menu
5. Provide first aid training for all staff

Criteria	Number of marketing objective
S	
M	
A	
R	
T	

[5 marks]

Travel and tourism organisations also analyse their internal business environment using *SWOT analysis* to help set *marketing objectives*.

- (b) Complete the *SWOT analysis* for a named organisation you have studied, by writing within the table below.

Name of organisation .....

<u><b>Main strengths</b></u>	<u><b>Major weaknesses</b></u>
<u><b>Realistic opportunities</b></u>	<u><b>Most significant threats</b></u>

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[8 marks]

Total 15 marks

**Turn over.**

3. Travel and tourism organisations may decide to offer products and services for different *segments* of the *market*.

(a) Identify **three** different ways of *segmenting* a *market*.

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[3 marks]

(b) Explain **one** benefit to travel and tourism organisations of using *market segmentation*.

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[2 marks]



4. Travel and tourism organisations provide a range of products.

(a) (i) With reference to a specific travel and tourism product you have studied, explain the term *product characteristics*.

Named product .....

Product characteristics .....

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[2 marks]

(ii) Explain, with an example, the term *intangible product*.

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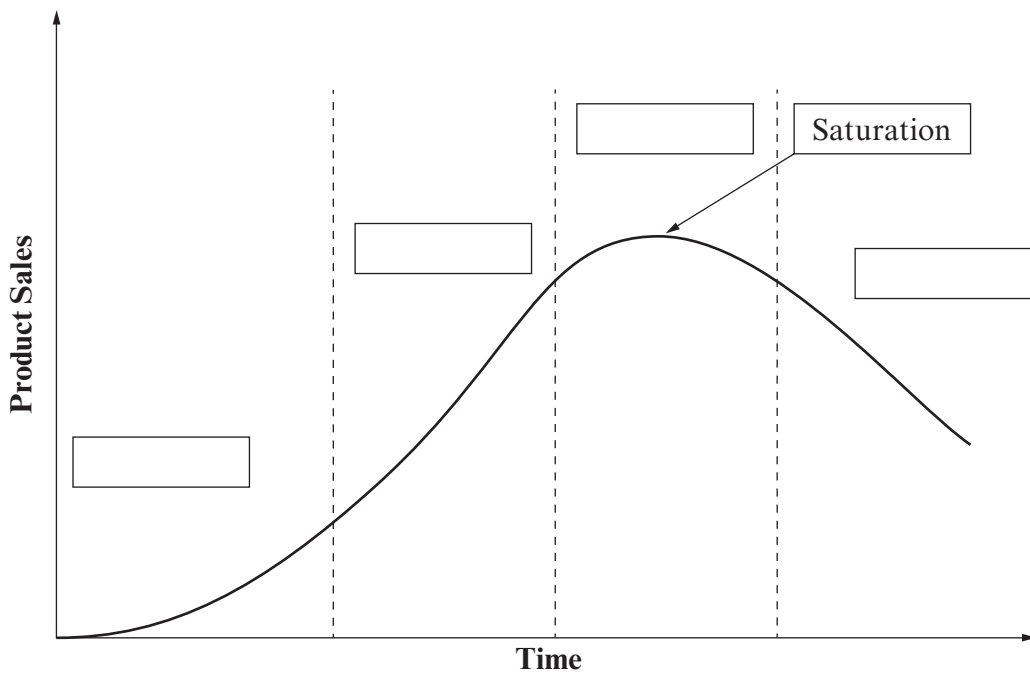
[2 marks]

(b) All travel and tourism products go through distinct stages of the *product life cycle*.

(i) Complete the labelling of the diagram below to identify the *product life cycle* stages.

Fig. 2

The Product Life Cycle



Adapted from quickMBA.com

[4 marks]



(ii) Name and describe **two** travel and tourism products at different stages of the *product life cycle*.

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[4 marks]

Organisations have different *pricing policies* for products at different stages of the *product life cycle*.

(c) Discuss different *pricing policies* that could be used by travel and tourism organisations at the saturation stage of the *product life cycle*.

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[6 marks]

Total 18 marks

**Turn over.**

5. Study **Fig.3** and **Fig. 4** in the resource material which appeared in a national newspaper during national cruise week. National cruise week is a co-ordinated promotional campaign by cruise companies. **Fig. 3** is a summary of a feature article by a travel journalist. **Fig. 4** is a full page advertisement by Viking, a river cruise operating company.

(a) (i) Suggest **one** *target audience* to which the descriptions in **Fig. 3** might appeal.

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.....  
[1 mark]

(ii) How might Viking benefit from its advertisement being in the same travel supplement as the feature article?

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[2 marks]

(iii) Suggest **two** other types of media Viking could use to promote its river cruises.

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[2 marks]

(iv) Explain how Viking has used the *product, place* and *price* elements of the *marketing mix* in **Fig. 4** to promote their river cruise holiday to Russia.

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[6 marks]

- (v) Evaluate the effectiveness of the *promotional material* in **Fig. 4** in attracting customers to Viking river cruises.

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[6 marks]

Total 17 marks

Total 80 marks





**GCE AS/A level**

1683/01A

**TRAVEL AND TOURISM**

**UNIT 3 - MARKETING IN TRAVEL AND TOURISM**

P.M. TUESDAY, 17 January 2012

1½ hours

**RESOURCE MATERIAL FOR USE WITH QUESTION 5**

Fig 3. – Resource material for use with Question 5

# Relax and go with the flow

**Water is the way to explore Russia,**  
says *Belinda Archer*

One of the best ways to explore the wonderful sights of Russia has to be by water along its network of rivers, lakes and canals. These connect the stunning cities of Moscow and St Petersburg with the cultural richness and beauty of the Russian countryside.

Most river cruises use the small cruise ships which have the advantage of being able to dock easily at the centre of the historic towns and cities making sightseeing easy. At the beginning of the cruise you can experience the sights of Moscow's Red Square, the Kremlin and all the delights of a capital city. At the end of the cruise you can visit St Petersburg with its famous Hermitage museum and the Winter Palace of the Tsar whilst in between the two you can view the historic scenery of rural Russia including the trading port of Samara, the ancient town of Yaroslavl founded in the 11<sup>th</sup> century and one of the oldest Tartar cities, Kazan. Many cruise companies are offering this as an option for the first time this year.

You can enjoy the relaxing experience of staying on board one of these luxurious floating hotels carrying between 100 and 200 passengers where your ship-board accommodation matches the standard of smart European cruise ships with large en-suite cabins and good public area facilities. To attempt the same journey by road or rail from Moscow to St Petersburg would be very difficult given the long distances involved.

Visiting Russia by boat is made all the more appealing by the wide variety of cultural excursions available from the cruise ship from tickets to the Kirov ballet, to home visits of Russian families, to attending lectures on Russian art, culture and history. A river cruise will allow travellers to experience all the highlights of Russia with one special, once-in-a-lifetime trip.



Fig 3. – Extract from: *The Times* Saturday, September 25 2010

Fig 4 – Resource material for use with Question 5

# TRUST VIKING

## TO SHOW YOU THE BEST OF RUSSIA

**Fantastic Savings**  
up to **£1000** per couple  
Book by 24 October 2010

There's simply no better way to discover the cultural and historical heart of some of Russia and the Ukraine's most magnificent cities and landscapes than on a relaxing journey with Viking River Cruises, the world's leading river cruise line.

Choose a Viking river cruise and you can rest assured that you have chosen the very best. With more than 175 years of experience and heritage behind us, we bring you outstanding facilities and help more people discover the best of Russia and the Ukraine in comfort. And with our fantastic savings on 2011 cruises, there has never been a better time to travel with Viking.

**Trust the experts. Trust Viking.**

**All our great value Russia holiday include:**

- Return flights from the UK
- Deluxe stateroom with en-suite on board ship
- All meals on board ship
- Comprehensive excursion programme
- All transfers
- PLUS, complimentary house wine with dinner on board cruise**

**Call us today on**  
**020 8780 7992**  
or see your local travel agent quoting offer code U44

Travel safe, you are fully protected   

**Waterways of the Tsars**  
13 days, 11 guided tours  
NOW from **£2195**pp

**Footsteps of the Cossacks**  
12 days, 9 guided tours  
NOW from **£1595**pp

**SAVE UP TO**  
**£1000**  
**PER COUPLE**  
Book by  
24 October 2010

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RIVER CRUISES  
*Exploring the World in Comfort®*

Travel with Viking, the **award winning** river cruise line  
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Fig 4 – Extract from The Times, October 2 2010