

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. MONDAY, 18 May 2015

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	16	
2.	16	
3.	18	
4.	16	
5.	14	
Total	80	

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.
- Write your name, centre number and candidate number in the spaces at the top of this page.
- Answer **all** questions.
- Write your answers in the spaces provided in this booklet.

INFORMATION FOR CANDIDATES

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

Answer **all** questions.

1. Travel and tourism organisations identify customers' needs and wants. They do this by undertaking different methods of *market research*.

(a) What is meant by the following terms? [2]

(i) *Primary market research*

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(ii) *Secondary market research*

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(b) Explain **one** factor that could influence a travel and tourism organisation's choice of *market research* method. [2]

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(c) Explain how published visitor statistics could be used as part of a travel and tourism organisation's *secondary market research*. [4]

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(d) Describe and evaluate the range of *primary research* methods used by a named travel and tourism organisation you have studied. [8]

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2. Travel and tourism organisations attract customers to their products and services by following the *marketing process*. Many travel and tourism organisations begin this process by setting a *mission statement*.

(a) Suggest how producing a *mission statement* could assist a travel and tourism organisation in setting its *marketing objectives*. [2]

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(b) Explain **two** ways in which *marketing objectives* could be used to make the operation of travel and tourism organisations efficient. [4]

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(c) Explain, using examples, why it is important for travel and tourism organisations to use aspects of *SMART criteria* when setting *marketing objectives*. [6]

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(d) Explain **two** reasons why travel and tourism organisations should continuously review their *marketing process*. [4]

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3. Travel and tourism organisations need to make potential customers aware of the products and services they provide. They do this through a range of *promotional methods*.

(a) Give **two** factors that might be considered by a travel and tourism organisation when choosing which *promotional methods* to use. [2]

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(b) Describe **two** methods of *sales promotion* that could be used by travel and tourism organisations. [4]

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Study **Figure 1 in the Resource Material** which is an extract from a VisitWales leaflet used to promote Wales as a tourist destination.

(c) Outline **two** ways in which VisitWales could use the feedback from the questionnaire in **Figure 1**. [4]

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(d) Evaluate the effectiveness of the leaflet in **Figure 1** in attracting potential tourists to Wales. [8]

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4. Travel and tourism organisations need to understand how well they are performing. One of the ways they do this is by carrying out *SWOT analysis*.

(a) For a named travel and tourism organisation you have studied, explain how it has used *SWOT analysis* to develop its marketing strategy. [6]

Name of organisation

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External factors affect the operation of travel and tourism organisations. These are analysed using *PEST*.

- (b) For a named travel and tourism organisation you have studied, explain how it may be affected by the *political* and *technological factors* of its external business environment.

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Changes in *social factors* affect travel and tourism organisations. Recent research shows that by 2021 one in five of the UK's population will be over the age of 65.

(c) Outline **two opportunities** that this change might offer to travel and tourism organisations. [4]

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- 2.
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5. Travel and tourism organisations promote their products and services to different *target markets* through the process of *market segmentation*.

(a) To complete the table match the letter of a travel and tourism product from the list below with the relevant lifestyle description. The first one has been done for you. [4]

- A Family Ecotourism holiday to the Yorkshire Dales
- B Holiday to Bali
- C Staying at The Ritz five star hotel, London
- D White water rafting down the Zambezi river
- E Thomas Cook package holiday to Benidorm, Spain

Lifestyle description	Letter of travel and tourism product
Succeeders	C
Mainstreamers	
Aspirers	
Reformers	
Individualists	

(b) Explain the advantages to travel and tourism organisations of using *market segmentation*. [4]

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- (c) For a named travel and tourism organisation you have studied evaluate the range of products and services it provides for different *target markets*. [6]

Name of organisation

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END OF PAPER

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