



**General Certificate of Education**

**Travel and Tourism**

**8651/8653/8656/8657/8659**

**TT05          Marketing in Travel and Tourism**

**Report on the Examination**

*2010 examination - January series*

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## General Comments

### What was particularly good

1. Centres have, it seems, followed the specification carefully. Not only were there very few questions left completely unanswered but most candidates had a fair knowledge of concepts such as product life cycle, AIDA, promotional methods, etc. Centres had perhaps looked back at questions in previous exam papers and learned from the published mark schemes. Reviewing past papers can often help to give candidates a sound preparation for their TT05 examination.

### What was not so good

1. There was a failure on some candidates' part to read the questions properly. Some candidates answered every question in terms of Norwich Airport, although UK airports and the candidate's chosen travel and tourism organisation were also asked for.
2. Many candidates did not show they had made adequate preparation for questions about a chosen travel and tourism organisation. While there is no guarantee that this topic will always come up, it is clear from previous papers that knowledge of the promotional methods used in an organisation of the candidate's choice is frequently required in some form or other.
3. A minority of candidates were still not confident in their use and understanding of key marketing terms and concepts. Their answers showed they found it difficult to *apply* their knowledge and understanding to the vocational situation, rather than to simply explain a marketing concept.

### Question 1

Most answers made only the literal connection between the new 'international' name for the airport and its expansion into more overseas flights, and between the growth of flights into Europe and the EU Commissioner. A relatively small number of candidates perceived the marketing opportunities afforded by renaming the airport or having a ceremony to open the new terminal.

### Question 2

There were some strong answers from candidates who had the skills to describe a pattern as well as relate it to the product life cycle. Other candidates did not identify a pattern at all, simply reciting the number of passengers year by year as they fluctuated. This makes it impossible for any pattern to emerge, and without a pattern it is very difficult for them to relate to the model of the product life cycle.

Unfortunately, insufficient attention was paid to the wording of questions 2(b) and 2(c) so that several candidates wrote about the products of the travel agency rather than the airport. However, most candidates made at least some links to customer needs and sometimes explained them well.

### **Question 3**

The website question produced some disappointing answers. To measure the effectiveness of its website, an airport would be rather unlikely to ask passengers as they arrived for their flights, although it is possible. A more straightforward answer would be for an organisation to look at its website's traffic statistics to check the number of hits, enquiries, bookings and sales, and the profitability of these sales being subtracted from the cost of the website.

In describing the advantages and disadvantages of using a webpage, candidates needed to remember that this was from the point of view of their chosen organisation rather than of the customers. A balance of advantages and disadvantages was needed to meet the requirements of the question.

### **Question 4**

Candidates were given an overall mark across both of their chosen PEST factors. However, both of those chosen needed to lead to an increase in the use of airports. Too many candidates had the recession in mind and argued why their factor would lead to *less* demand at UK airports, which is contrary to what the question required.

### **Question 5**

Candidates who limited their analysis to how big or bright the outdoor advertisement was, or asserted that an advertising method would be seen by more people without substantiating why, were limited to low marks. Some candidates answered well, analysing plausible reasons such as the possibilities presented by advertising on a moving vehicle, the threat of vandalism, damage by the weather and the advert being obscured by growing vegetation. The impact of an advertisement is not necessarily limited because it is only glimpsed, and only one of the methods (the local information board) truly requires proper reading by potential customers.

### **Question 6**

The specification asks candidates to apply their study of marketing to another travel and tourism organisation besides that featured in the preliminary booklet. This will be tested in every paper, as here, for example, in questions 6 and 3. They should have knowledge of the promotional strategies used by their chosen travel and tourism organisation which, in this case, they were asked to compare with Norwich Airport's strategies. Some candidates found useful examples in the marketing budget as well as the more obvious examples of outside advertising, but some mistakenly wrote about the promotional methods used by the travel shop.

### **Question 7**

This question was generally not answered well. Candidates found it difficult to focus on marketing to other airlines and tour operators, and continued to write about marketing to the general public. Needing to promote to their dual market is a particular feature of airports. It was disappointing that some candidates had either not understood or merely overlooked the fact that it was asked for in the stem of the question.

### **Question 8**

Candidates had some good ideas about how the online survey questions about demography and the airport product might generate useful information for marketing. However, there was apparently little understanding of segmenting the market by lifestyle characteristics and few scored well on that section.

### **Suggestions for teachers to prepare future candidates**

1. Centres are strongly advised to prepare their candidates to answer questions about promotional methods used by a named travel and tourism organisation. Candidates must have specific knowledge about a range of methods and be prepared to describe how they are supposed to work, evaluate their effectiveness, or analyse them as part of an organisation's overall marketing strategy.
2. Centres are advised to study at least two organisations that are unarguably part of the travel and tourism industry, as defined by the sectors listed in the TT01 specification, rather than catering, education, retail or other organisations which do not conform to the TT01 definitions of 'travel and tourism'.

### **Mark Ranges and Award of Grades**

Grade boundaries and cumulative percentage grades are available on the [Results Statistics](#) page of the AQA Website.