

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Education
Advanced Subsidiary Examination
June 2010

Travel and Tourism

TT05

Unit 5 Marketing in Travel and Tourism

Tuesday 8 June 2010 9.00 am to 11.00 am

For this paper you must have:

- a clean copy of the preliminary material.
- You may use a calculator.

Time allowed

- 2 hours

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 90.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
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4	
5	
6	
7	
TOTAL	



J U N 1 0 T T 0 5 0 1

Answer **all** questions in the spaces provided.

- 1 (a)** Study the Valentine Dinner leaflet on page 11 of the preliminary material.

Show how the Valentine Dinner leaflet uses the 'AIDA' approach to promote the dinner to potential customers.

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(4 marks)

- 1 (b)** Study the Over-25s disco nights flyer on page 12 of the preliminary material.

Outline the likely advantages for The Lismoyne Hotel of introducing an over-25s disco night on Fridays.

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(6 marks)

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1 (c) Outline **two** ways in which The Lismoyne Hotel claims to set itself apart from other hotels.

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(2 × 2 = 4 marks)

14

Turn over ►



- 2 (a)** Study the table on page 4 of the preliminary material, which shows *Percentages of Guests Staying in Hotels on Business*.

Outline **one** possible reason for differences between north Hampshire and the New Forest in the percentages of guests staying in hotels on business.

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(2 marks)

- 2 (b)** Study the *Room Occupancy Statistics for the North Hampshire Area* on page 4 of the preliminary material.

Describe and explain the main patterns shown.

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(6 marks)



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Question 2 continues on the next page

Turn over ►



- 2 (c)** The diagram on page 5 of the preliminary material shows attractions and places of interest that are accessible from The Lismoyne Hotel.

How could the hotel use the diagram to help meet the needs and expectations of leisure guests?

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(6 marks)

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The Lismoyne Hotel uses a simple market segmentation of business guests and leisure guests.

Name of travel and tourism organisation

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Extra space

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Turn over ►



3 The only form of market research currently carried out by The Lismoyne Hotel is the 'Guest Comment Card', shown on page 10 of the preliminary material.

3 (a) Give **two** weaknesses of the Guest Comment Card.

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(2 marks)

3 (b) Describe **one** other method by which the hotel could carry out more market research and explain the likely benefits of doing so.

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12

Turn over for the next question

Turn over ►



4 (a) What is meant by 'rack rate' (pages 6 and 9 of the preliminary material)?

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(2 marks)

4 (b) Discuss the factors that the hotel manager would need to take into account to determine the price charged for a room.

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(8 marks)



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- 5 (a)** Outline a promotional activity or campaign used by **one** travel and tourism organisation that you have studied.

Name of travel and tourism organisation

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(4 marks)

- 5 (b)** Discuss the extent to which your chosen organisation's promotion was effective.

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(6 marks)



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Turn over for the next question

Turn over ►



Assess the advantages of websites for marketing a hotel such as The Lismoyne.

This image shows a full page of white paper with ten horizontal dashed lines, evenly spaced from top to bottom. There are no margins, text, or other markings on the page.

(6 marks)

Extra space

6



7 'SWOT' is an analysis of the strengths, weaknesses, opportunities and threats to a business.

7 (a) Describe the purposes of carrying out a SWOT analysis.

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(4 marks)

7 (b) Evaluate the **strengths** of The Lismoyne Hotel for its **business** clients.

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Question 7 continues on the next page

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(8 marks)

Extra space

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7 (c) Outline **three** likely **threats** for The Lismoyne Hotel.

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(3 × 2 = 6 marks)

END OF QUESTIONS

