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

1. The past fifteen years have seen a revolution in the way we book holidays, flights and other travel products and services. Developments in technology have opened up completely new methods for companies to distribute and promote their travel and tourism products and services, with new ways for customers to buy them.

Call centres is one development.

- (a) Describe **three** 'skills and qualities' needed by staff selling products and services in call centres.

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**(6)**



Read the following extract from Panorama Ski Brochure June 2007. Use this information to answer questions 1(b) and 1(c).



Resort Facts	
Resort height	760m
Ski range	800m-2000m
Km of piste	160km
Beginner pistes	21
Intermediate pistes	27
Advanced pistes	11
Direction of slopes	N/S/E/W
Snow cannons	200
No. of lifts	53
Cross country trails	40km
Off piste	Good
Mountain restaurants	42
Transfer time	1hr 30mins

A world famous resort with something for everyone - skiers and non-skiers alike! Sophisticated Kitzbühel is home to the daring Hahnenkamm downhill race. It has superb scenery, a medieval town centre with a great atmosphere and some of the best skiing around. The Hahnenkamm gondola carries up to 2,000 skiers per hour, ensuring few or no queues! This is a lively and friendly town with plenty of stylish shops and cafés to explore.



#### BEGINNERS

There are nursery slopes on the Hahnenkamm and the Kitzbüheler Horn has a high nursery-like section.

#### INTERMEDIATE

Intermediates are in their element with a wealth of blue and red runs. Confident intermediates will want to tackle the World Cup downhill run.

#### ADVANCED

Steep pistes and mogul fields are concentrated in the area running down to the bowl of Ehrenbachgraben, ideal for the more advanced skier looking for a challenge.

#### The Slopes

Beginners can start on the Ski School nursery slopes. A six-man high speed gondola takes you direct to the Hahnenkamm, where an extensive choice of runs will suit all skiing abilities. The swooping, wooded runs of the Ehrenbachhohe are superb for intermediates. For the more advanced, there are 160km of piste, including eleven black runs. The ultimate challenge however is the 'Streif' ski route with its vertical 'Mausefall', which even ski racers approach with fear! There is a free ski bus service around resort between 8.30am and 5.20pm.

#### Ski School

The Ski School offers expert tuition and English-speaking instructors. Classes are two hours each morning and two hours each afternoon for six days. Private tuition ranges from approximately €180 for 2 hours for two people.

#### Boarding

The Kitzbüheler Horn is a boarders paradise with its own funpark. There's a table jump, quarter-pipes, a sprint slalom course with a 60m half-pipe and boarder-cross at Brunellenfeld.

#### Après-ski

Your six day Kitzbuhel lift pass entitles you to a reduction at the Aquarena centre with its swimming pool complex, sauna, solarium and massage facilities (small charge). There's also an ice rink, horse drawn sleigh rides and much more! There are plenty of fine restaurants to choose from and party animals can revel in lively nightlife at a wide range of bars and upmarket clubs.

#### For Children

**Children up to and including age five travel for free on the lifts if accompanied by a parent**, (proof of age will be required). Child prices for ski school covers the Children's Club for four to 12 year olds. Supervision at lunchtime is included and lunch can also be arranged for about €8 per day.



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A group of 12 young adults are interested in booking a ski holiday to Austria. They want an active/sporting holiday and also some entertainment in the evening. Within the group there is a wide variety of skiing abilities including beginners, intermediate and advanced skiers. During the sales process the Call Centre Agent suggests Kitzbühel in Austria would meet their needs.

When attempting to sell a holiday it is essential to highlight its features and benefits.

(b) Identify **two** features of this resort that could be highlighted to the group to sell this holiday. Explain how each feature would benefit this group.

Feature 1 .....

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Explanation .....

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Feature 2 .....

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Explanation .....

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(6)

During a conversation with the call centre, the group state they are not happy with the facilities this resort has for beginners. This is the only resort available.

(c) (i) Explain how the Call Centre Agent can overcome this objection.

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(ii) Explain the techniques call centre staff could use when selling to groups.

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Q1

(Total 20 marks)



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**Carlton Holiday Park (CHP) is a fictitious organisation.**

Carlton Holiday Park is situated on the grounds of an old airport close to Birmingham. There is something for everyone at CHP. First-class facilities provide for relaxation and activity from spa treatments to golf.

There is plenty of scope for all the family to do their own thing, with Time Out Clubs for children to teens and a crèche. There is a cosmopolitan mix of high quality restaurants, bars and pavement cafés to be enjoyed. Holiday accommodation ranges from luxury hotel rooms to log cabins. CHP has recently introduced facilities so businesses can run conferences here. CHP has customer service staff based throughout the park.

2. (a) Describe the differences between primary and secondary market research.

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(b) Describe **two** methods of **secondary** research that CHP could use.

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CHP distribute questionnaires to collect information from customers. A copy of the questionnaire that CHP use is printed below. The questionnaire is handed out to customers as they leave. Use the information on this questionnaire to answer question 2(c).

**Carlton Holiday Park (CHP)**

**Customer Satisfaction Survey**

**YOUR DETAILS**

Title  First Name  Other Initials

Surname

Address

Postcode

Tel No

DOB

**YOUR HOLIDAY DETAILS**

<b>Accommodation</b>	Luxury hotel	<input type="checkbox"/>
	Apartment	<input type="checkbox"/>
	Lodge	<input type="checkbox"/>
<b>Board Arrangements</b>	B & B	<input type="checkbox"/>
	Full Board	<input type="checkbox"/>
	Log cabins	<input type="checkbox"/>
<b>No of Nights</b>	S/C	<input type="checkbox"/>
	3	<input type="checkbox"/>
	7	<input type="checkbox"/>
	14	<input type="checkbox"/>
	More than 14	<input type="checkbox"/>





**With how many children in each of the following age groups are you travelling?**

**No of children**

None    1    2    3+

(a) Under 4 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) 4-7 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) 8-12 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) 13-16 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Rides**

**Rate the following rides within Carlton Holiday Park**

Excellent    Good    Fair    Poor

1. Space Mountain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Galaxy Ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Cyclone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Marble Roller Coaster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Chocolate Fountain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**STAFF AT CARLTON**

**Please give an average rating of all staff**

Excellent    Good    Fair    Poor

1. Reception Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Blue Coats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Cleaning Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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CHP segments its market by age and geography in order to target its promotional activities.

- (c) Assess the effectiveness of this questionnaire in finding out the success of CHP's promotional activities at attracting the target market segments.

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Q2

(Total 16 marks)



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**Edutours is a fictitious organisation.**

Use the information on Edutours to answer questions 3 and 4.

Edutours is a tour operator which specialises in designing and selling holidays for educational groups throughout the UK, Europe and Worldwide. In a recent promotional campaign it has used the following promotional techniques:

- Direct Marketing
- Advertising
- Sales Promotion

3. (a) Describe each of the following promotional techniques.

Direct Marketing

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Advertising

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Sales Promotion

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Edutours has devised the following promotional campaign to launch its new 2010 brochure. The objectives of the campaign are:

- to raise awareness of the brochure
- to increase UK market share
- to increase early sales by 10% by 15 October

Within the 2010 brochure Edutours has kept its 'free teacher place with every 10 paying students' offer which was previously successful. They have introduced a new incentive 'book before the end of October and receive an extra night free.' Edutours will sponsor a group of ten children with 'special needs' to travel to Lapland for a day.

(b) Evaluate the potential effectiveness of the above campaign in meeting each of Edutours objectives.

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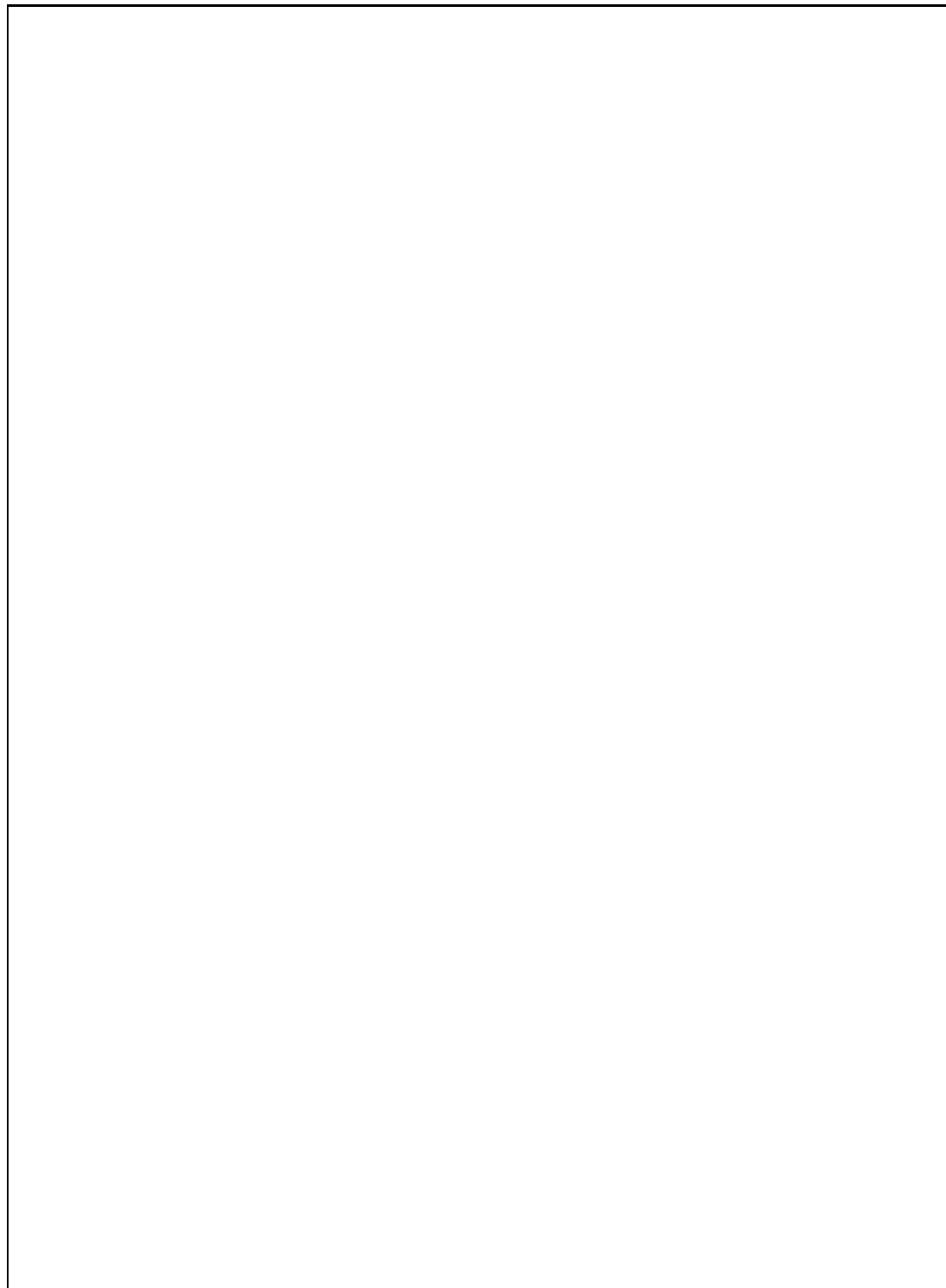
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Edutours has decided to set-up a database of existing and potential customers so that it can email its latest offers and updates to them on a regular basis. It also publishes a monthly newsletter.

- (c) Design an effective email to inform potential customers about the launch of its new brochure.



(12)



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Edutours are now looking at displays as a promotional technique.

(d) Suggest **two** ways Edutours could use displays as a promotional technique. Justify your suggestions.

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Q3

(Total 34 marks)



There are a number of economic factors that Edutours will need to consider when planning its promotional activities.

4. Analyse how economic factors can affect the planning of Edutours' promotional activities.

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**Q4**



5. (a) Describe the promotional campaign of one travel and tourism organisation that you have researched.

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(b) Analyse the effectiveness of the campaign you have described in 5(a).

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Q5

(Total 12 marks)

**TOTAL FOR PAPER: 90 MARKS**

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