

Mark Scheme (Results) January 2008

GCE

GCE Travel and Tourism(6996) Paper 1

Unit 10: Promotion and Sales in Travel and Tourism (6996)

Question Number	Answer	Mark
1 (a) AO1	<p>Up to 2 marks for each skill described. 1 mark for each relevant detail. Max 4 marks if not specific to call centre.</p> <ul style="list-style-type: none"> • Good IT skills (1) such as word processing (1) • Good oral communication (1) especially speaking clearly (1) • Listening skills (1) • Questioning techniques (1) such as using open questions (1) • Patience (1). 	(6)
1 (b) AO2	<p>1 mark for each feature identified and up to 2 marks available for explanation. If appropriate to one part of the group but not the whole group award 1 mark for explanation.</p> <ul style="list-style-type: none"> • A number of different coloured runs (1) • The group consists of people with a variety of different skiing abilities so the fact that this resort has so many different runs suiting different levels of experienced skiers means it should meet all their needs (2). 	(6)
1 (c) (i) AO1	<p>Up to 4 marks available for explanation. Up to 3 marks for a reasoned response. Max 2 marks for explaining the benefits of a feature. Max 2 marks for description. Do not award for discounts.</p> <ul style="list-style-type: none"> • The staff member needs to look carefully at the features which would be suitable for beginners, and highlight these to the group (1). For example, the variety of runs means no beginner needs to feel left out as there will be runs suitable for him/her(1) • The Spa facilities mean beginners can do something other than ski if they wish (1) • There are plenty of ski schools including private tuition (1) to help beginners gain experience quickly (1) • Tell them it is the only resort available (1). 	(4)

Question Number	Answer	Mark
1 (c)(ii)	<p>Up to 2 marks available for description. Up to 3 marks for a reasoned response. Max 4 marks for clear explanation which is clearly linked to groups and call centre situations. Repetition will not be credited.</p> <p>Award 1 mark for group discount reference only.</p> <ul style="list-style-type: none"> • Staff need to have good questioning skills as they need to make sure they understand the problem so they can address it (2) • As all the group members cannot talk to the call centre agent at the same time (1), it is important to get a main spokesperson for the group as they can cascade the information given to the other members of the group (1). The agent needs to confirm at regular intervals that all the group agrees and maybe arrange to ring the group back after providing information (1) so that they have time to ensure all the group agrees with the decision (1). 	(4)
2 (a) AO1	<p>Up to 4 marks available for description. Max 2 marks for description of each research method and up to 4 marks if differences are described.</p> <ul style="list-style-type: none"> • Primary research is known as field research and is the collection and analysis of new data that is not currently available eg questionnaires (1) • Secondary research is the analysis of data that is already available, either from public sources or from organisations' own records or statistics (1) • These are different because primary research is new research (1) gathered especially to meet the requirements of the research (1) and secondary research has already been done and is not as up to date as primary (1). It may have initially been undertaken to confirm a different piece of research (1). 	(4)
2 (b)	<p>2 marks available for each description. Marks increase with detail.</p> <ul style="list-style-type: none"> • Past sales records (1) could be used to find out what the customers spent most money on whilst in the park (1) • Past attendance figures (1) could be used to determine what the busiest times of the year are (1) • Results of any previous surveys (1) that have been completed to indicate visitor attitude and opinions (1) • internet (1) • Newspapers/Books/reports (1). 	(4)

Question Number		Indicative Response
2 (c) A04		<p>Max 4 marks if assessing CHP's questionnaire or target markets instead of promotional activities.</p> <p>Level 1 - The questionnaire is designed so CHP can obtain lots of personal information about the clients (eg name, address and telephone number) which means they can tell where the clients have travelled from. However email addresses were not asked for.</p> <p>Level 2 - The questionnaire is designed so CHP can obtain lots of personal information about the clients (eg name, address and telephone number) which can be put on their customer database and allows them to tell where the customers have travelled from (as they have their postcodes on the form). CHP will be able to assess how effective this is as they will know if they are reaching the people from the targeted geographical areas. However, they did not ask for their email addresses so they cannot email flyers, promotions, special offers etc to these customers. They did not ask the customers where they heard about CHP so they could assess if their promotional activities have been successful.</p> <p>Level 3 - As above plus: The questionnaire is very general and does not appear to have been written to find out the success of CPD's promotional activities at attracting the target market segments. If it had been specifically written for this it would have tried to find out more about people learnt about what is available at the park. At the moment there is more about rating the rides and the staff which will not tell CPD what it wants to know. A better question might ask how they heard about the park. Even the questions themselves which could help find out which target market they are attracting are not always clear. The question on number and ages of children travelling is clumsy and could confuse people so they do not bother to answer. As the questionnaire asks the customers DOB, CHP can work out what age the customers are that are coming to the Park. This will tell them what age is most popular. CHP can then decide whether they need to tailor their products if it is very popular with one particular age group. If they are not attracting enough of the targeted age range then perhaps they need to consider changing their promotional activities, eg if they are trying to attract 14-16 yr olds, then perhaps they should do something during school holidays and advertise it on the internet. However currently it does not help them find out the success of their promotional activities as these are not referred to.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic responses that are descriptive or general.
Level 2	4-6 marks	Some assessment with reasoning. Some link to target markets.
Level 3	7-8 marks	Detailed assessment clearly linked to the target markets and promotional activities.

Question Number	Answer	Mark
3 (a) AO1	<p>Up to 2 marks for each technique described. Max 1 mark for examples.</p> <p>eg</p> <ul style="list-style-type: none"> • Direct Marketing - any form of marketing which allows companies to communicate directly to the customer e.g. sending mail shots to people's home address (2) • Advertising - when an organisation pays to promote information about its products and services through a range of media such as TV and radio (2) • Sales Promotion - is a short term activity aimed at generating sales or improving public perception eg price reductions, special offers, free gifts, loyalty incentives etc (2). 	(6)

Question Number		Indicative Content
3 (b) A04		<p>Level 1 - They have used different techniques. They sponsor a group of children to Lapland. This will create awareness of the organisation and that they have a caring attitude and people will recognise their brochure and hopefully people will book with them.</p> <p>Level 2 - They have used different techniques. They sponsor a group of children to Lapland. This will create awareness of the organisation and that they have a caring attitude and people will recognise their brochure and hopefully people will book with them. They have used a free teacher place incentive which is realistic as it will motivate staff to promote the holiday to as many students as possible therefore increasing sales. This looks good for the organisation in so far as they appear to be paying for the teacher and therefore groups may decide to book with them as opposed to another operator. However, there is no link to the UK to help them increase UK market share.</p> <p>Level 3 - They have used different techniques. They sponsor a group of children to Lapland. This will create awareness of the organisation and that they have a caring attitude and people will recognise their brochure and hopefully people will book with them. They have used a free teacher place incentive which is realistic as it will motivate staff to promote the holiday to as many students as possible therefore increasing sales. This looks good for the organisation in so far as they appear to be paying for the teacher and therefore groups may decide to book with them as opposed to another operator. Although there is no link to the UK to help them increase UK market share. They have also introduced a new incentive - 'book before the end of October and receive an extra night free' - this aims to encourage early bookers so they can take deposit or payment so they can earn more money and improve their cash flow. This is good as it is measurable and it is timed. Edutours can look back at their previous year's sales as a comparison to see if this has been effective.</p>
Level	Mark	Descriptor
Level 1	1-3 mark	Basic answers. Mainly descriptive with limited evaluation.
Level 2	4-6 mark	Evaluation relating to the objectives.
Level 3	7-8 mark	Detailed evaluation clearly linked to all objectives.

Question Number	Answer	Mark
3 (c) AO2	<p>12 marks available. 3 areas to be covered. Up to 4 marks available in each area.</p> <ul style="list-style-type: none"> • Target market - clear link to school groups - clear link to existing/potential customers • Information - company name, price, date of launch, contact details etc. • Presentation - use of logo/slogan, appropriate pictures and language. 	(12)
3 (d) AO4	<p>Up to 4 marks available for each suggestion and justification. Up to 2 marks for suggestion. Up to 2 marks for justification. Repetition will not be credited.</p> <p>Suggestion</p> <ul style="list-style-type: none"> • Edutours could have a display in a shopping mall (1). <p>Justification</p> <ul style="list-style-type: none"> • These have lots of visitors (1) and teenagers tend to hang around malls (1). <p>Suggestion</p> <ul style="list-style-type: none"> • Edutours could organise a display for schools (1) which they tour with (1). <p>Justification</p> <ul style="list-style-type: none"> • This will mean Edutours will have maximised their awareness to their main customers (1). <p>Suggestion</p> <ul style="list-style-type: none"> • They could also have displays at the bus and train stations and shelters (1). <p>Justification</p> <ul style="list-style-type: none"> • as lots of students will pass through these on their way to school/college (1) and they may pick up some of the literature (1). <p>Suggestion</p> <ul style="list-style-type: none"> • Displays at sports stadiums (1). 	(8)

Question Number		Indicative content
4	A03	<p>Level 1 - Interest rates going up will most likely limit people booking holidays as they will not have money to spend.</p> <p>Level 2 - Interest rates are still relatively low but have been increasing slightly again in recent years so Edutours may have to make cutbacks on their promotional activities. Also its promotional activities may need to focus on sales promotions as educational holidays are price sensitive, as young people do not have a lot of money to spend. Ways of reducing price may encourage bookings, particularly when interest rate changes are announced.</p> <p>Level 3 - As above, with other detailed relevant factors analysed. If air flight taxes remain high then Edutours should perhaps focus their promotions on the UK as opposed to European and Worldwide destinations. This would be cheaper as no air travel is involved. Also young people in education tend not to have much money, and therefore the UK would be a more affordable destination. If interest rates increase this affects parents with mortgages who may well be paying for the trips and therefore they will be less able to afford the education trips which means sales promotions might be necessary to gain bookings in this climate of less disposable income.</p>
Level	Mark	Descriptor
Level 1	1-3 mark	Basic responses that are descriptive and theoretical.
Level 2	4-6 mark	Some analysis and linked to Edutours.
Level 3	7-8 mark	Detailed analysis clearly linked to Edutours.

Question Number	Answer	Mark
5 (a) AO1	<p>Up to 6 marks available for description. Up to 2 marks available for description of materials. Up to 2 marks available for description of where the promotional campaign was placed. Up to 2 marks available for description of the variety of promotional techniques used in the campaign. Max 2 marks if not a promotional campaign.</p> <ul style="list-style-type: none"> • Alton Towers had a leaflet about the start of the new season (1) plus a TV advert giving details of dates (1). • The leaflet was sent out to past customers (1) and the TV advert was shown on regional television close to Alton Towers (1). So two promotional techniques were used in the campaign, direct marketing (1) and advertising (1). 	(6)
5 (b) AO3	<p>Up to 6 marks available for analysis. 2 marks available for basic statements with much description. Max 2 marks if not a promotional campaign.</p> <p>eg</p> <ul style="list-style-type: none"> • Alton Towers had campaigned for the new ride Charlie and the Chocolate Factory. There was TV and radio advertising and leaflets made just for the ride (1). This meant lots of coverage (1). <p>Max 6 marks available for analysis, must be substantiation for max marks.</p> <p>eg</p> <ul style="list-style-type: none"> • TV advertising was used which would have been very effective as huge numbers of people throughout the country would see (1). The TV advertising reached a wide national audience, and the timing of the campaign was good (1) as it is the time of year when people are becoming more aware of what is happening in theme parks (1). However not a lot of detail can be given in TV adverts (1). 	(6)
Total mark for this paper		90