

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Education
June 2007
Advanced Subsidiary Examination



TRAVEL AND TOURISM
Unit 5 Marketing in Travel and Tourism

TT05

Thursday 14 June 2007 1.30 pm to 3.30 pm

<p>For this paper you must have:</p> <ul style="list-style-type: none"> a clean copy of the pre-release material. <p>You may use a calculator.</p>
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Time allowed: 2 hours

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- If you need extra paper, use additional answer sheets.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- If there is not enough space for your answer(s), use the extra page(s) at the end of the book. If you do this, make sure that you show the number of the question you are answering.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- 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			
Question	Mark	Question	Mark
1		5	
2		6	
3		7	
4		8	
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

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

- 1** Describe and suggest reasons for the changes in visitor numbers to Canterbury Cathedral during recent years.

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(6 marks)

6

2 Refer to **Figures 11 and 12** in the pre-release material. For the Visitor Satisfaction Survey, questions were put to a ‘sample’ of 153 people.

(a) Explain why market researchers ask only a ‘sample’ of visitors.

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(3 marks)

(b) Canterbury Cathedral decides to follow up the survey with a ‘focus group’ study.

Analyse the strengths and weaknesses of using a ‘focus group’ as a market research method.

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(4 marks)

Question 2 continues on the next page

Turn over ►

(c) What conclusions can be drawn from the survey results concerning 'length of visit' to Canterbury Cathedral?

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(6 marks)

3 (a) Suggest **three** reasons why the Cathedral authorities chose to charge visitors an admission fee.

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(3 marks)

(b) Describe the factors that the Cathedral authorities should take into account when setting prices.

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(6 marks)

9

Turn over ►

4 The information in **Figure 6** in the pre-release material shows that Canterbury Cathedral attracts a number of different visitor types.

(a) What is meant by the term ‘empty nesters’?

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(2 marks)

(b) Explain how analysing the market through ‘market segmentation’ could help the marketing department of Canterbury Cathedral.

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(6 marks)

(c) Suggest reasons why ‘the group business is much larger at the Cathedral than at most attractions’.

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(4 marks)

12

Turn over for the next question

Turn over ►

Turn over for the next question

Turn over ►

6 (a) Evaluate the strategy of promoting the Cathedral in partnership with other organisations, including a range of transport providers.

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(9 marks)

- (b) Study the extracts from the Southeastern Trains publicity leaflet in **Figure 13** in the pre-release material.

Show how this leaflet uses the ‘AIDA’ approach to appeal successfully to customers.

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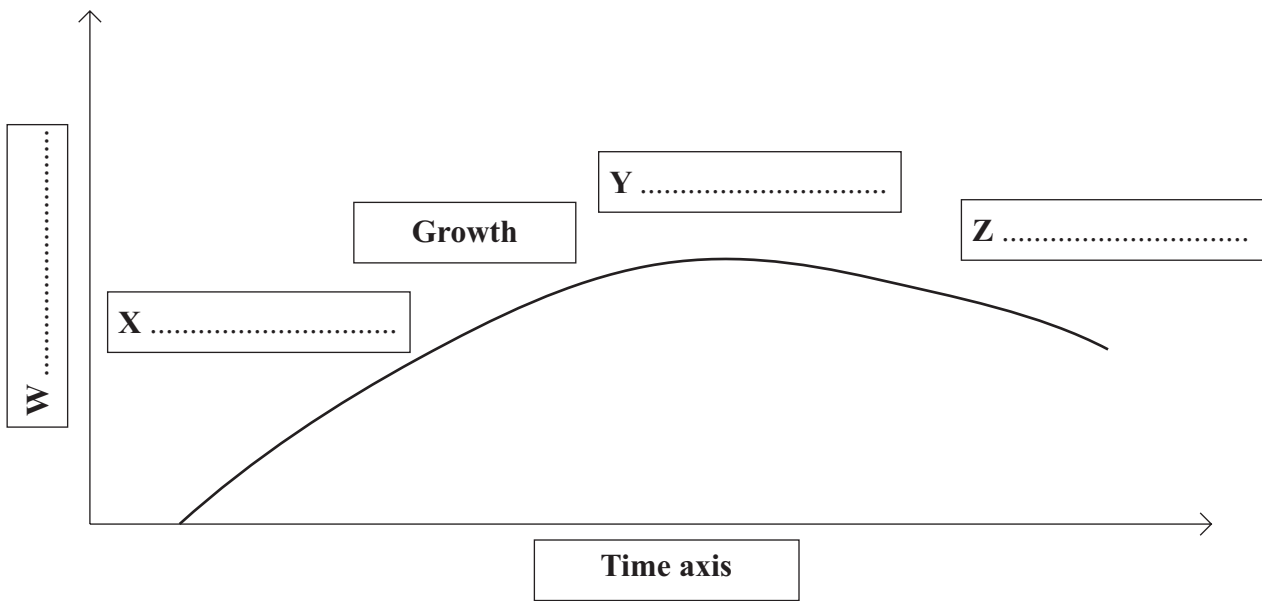
(4 marks)

13

Turn over for the next question

Turn over ►

7 Study the graph below, which shows the product life cycle.



(a) On the graph, label **W** (the vertical axis) and **X**, **Y** and **Z** (parts of the life cycle curve).
(4 marks)

(b) The Cathedral product is being developed by offering ‘behind the scenes’ tours.

(i) For a travel and tourism organisation that you have studied (**other than** Canterbury Cathedral), briefly describe a **new** product, service or event that it has marketed recently.

New product, service or event

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(2 marks)

(ii) Using the 4Ps, outline the strategy used by your chosen organisation to market the new product, service or event.

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(9 marks)

(c) Describe **one** method by which a travel and tourism organisation can assess the effectiveness of a promotional campaign.

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(4 marks)

8 For **one** travel and tourism organisation that you have studied (**other than** Canterbury Cathedral), evaluate the main opportunities **and** the main threats found in its business environment.

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(10 marks)

10

END OF QUESTIONS

QUESTION
NUMBER

Write the question number in the left-hand margin.

A series of 20 horizontal dotted lines spanning the width of the page, intended for writing answers or notes.

There are no questions printed on this page