



General Certificate of Education

Travel and Tourism

8651/8653/8656/8657/8659

TT05 Marketing in Travel and Tourism

Report on the Examination

2009 examination - January series

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What was particularly good

- Generally, candidates coped well with the applied nature of this examination and employed their understanding in the context of the particular case study.
- Centres appear to be learning from previous examinations. For example, answers on joint marketing were much better this year than in previous examinations.
- There were very few unanswered questions. Centres have guided their candidates to use their time properly to answer all parts of the examination paper and maximise their chance of marks.

What was not so good

- Many candidates did not understand the concept of using a press release as a marketing tool.
- Candidates' knowledge of market research should include secondary as well as primary methods.
- Candidates had not learned sufficient details about the promotional strategies used by their chosen travel and tourism organisation.

QUESTION 1

This question required candidates to give reasons for the pricing structure on the Severn Valley Railway. There were few marks for those who simply read off some examples of fares charged; candidates needed to explain why, for example, a family ticket or an OAP ticket would be cheaper than the normal adult fare.

QUESTION 2

The *product life cycle* is a topic that has rarely cropped up in questions for this examination but pleasingly many candidates showed they were familiar with the concept and made a good attempt to apply it to the Severn Valley Railway. Two graphs showing the number of passengers using the railway were included in the pre-release material. These were, firstly, the changes over a twelve month period and, secondly, the changes from the Severn Valley Railway's inception in 1970 until 2005. Candidates had little difficulty in explaining the annual pattern but matching the growth in the number of passengers since 1970 to the product life cycle was a much more demanding task. Nevertheless, it was generally done well. The graph of passenger numbers presented in the pre-release material was redrawn using a running mean to make the trend easier to see but, even so, the marketing relaunch in the early 1990s and start of a new cycle was detected by relatively few.

QUESTION 3

Candidates correctly anticipate that they will be asked questions about market research and usually prepare for them well. While these will often be about primary research methods such as surveys, there will be some variation. On this occasion the question set was about *secondary* research and many candidates showed little knowledge of secondary research sources or how they might be useful to an organisation like the SVR.

QUESTION 4

This question concerned the Severn Valley Railway's product diversification. While candidates understood the concept and could see the benefits of offering a more diversified product, there were few clear explanations of why the Severn Valley Railway nowadays needs to offer much more than steam train trips along the line in order to survive. This failing might be explained by

insufficient time spent linking together information found on different pages of the pre-release material.

QUESTION 5

Candidates displayed sound understanding of SWOT analysis and generally knew the strengths and weaknesses of their own chosen travel and tourism organisations well. The applied nature of this examination was typified by this question. Candidates needed to apply their understanding of the Severn Valley Railway's SWOT by suggesting how to counter one of the threats included in the pre-release material.

QUESTION 6

This question asked, quite straightforwardly, where an advertising leaflet should be placed and why, but apparently produced some misunderstanding and there were many low marks. The Severn Valley Railway's joint marketing with the West Midland Safari Park was dealt with quite well and it was satisfying that candidates suggested a range of mutual advantages of the two organisations pooling their resources.

QUESTION 7

Most candidates unfortunately did not fully understand the concept of using a press release as a marketing method. The newspaper article 'The Hunt for Vicky Bridge' was in many instances incorrectly assumed to be an advert encouraging customers to come and look at the bridge, instead of a means of making the public aware of when the line would be open again after repairs.

QUESTION 8

Answers to this question were fair. Candidates always chose suitable, large-scale travel and tourism organisations that employed a good range of marketing methods but it was disappointing that they did not demonstrate that they had the *detailed* knowledge required to compare in depth with the Severn Valley Railway's marketing methods. Candidates would benefit from improving their preparation for the examination by learning more detail of the promotional strategies.

Suggestions for teachers to prepare future TT05 candidates

1. Candidates should use some of their time in preparing for this examination by analysing numerical tables shown in the pre-release material, looking for patterns and trends, and explaining them.
2. Candidates should be well-prepared to answer in depth questions about the promotional methods used by one travel and tourism organisation they have studied; or to compare them with the promotional methods used by the organisation in the case study.
3. The published mark scheme of this examination could be studied to show candidates how a press release serves as a useful marketing tool.

Mark Ranges and Award of Grades

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