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

1. Holborn Travel is a UK travel agency. It sells mainly to customers who come into the office and book face-to-face. Holborn Travel has suffered a recent decline in sales although the number of customers coming into the agency remains the same. In an effort to increase sales they have introduced a two-day training programme for all their staff entitled 'improve your selling skills'.

(a) Describe **three** skills and qualities needed by staff working face-to-face with customers.

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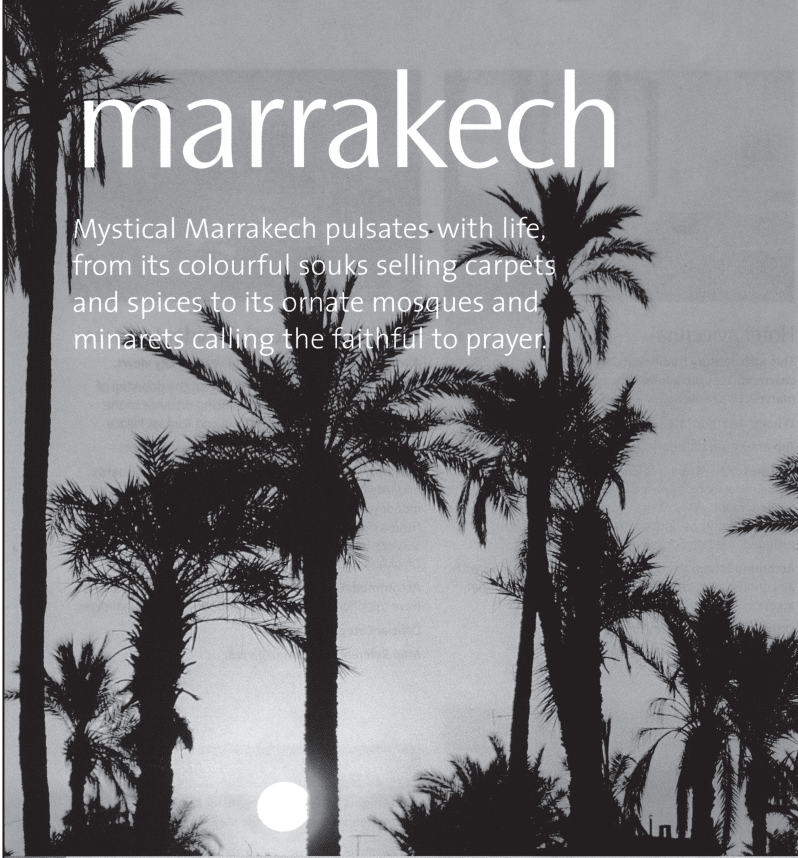
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(6)



Use the information below to answer question 1(c).



marrakech

Mystical Marrakech pulsates with life, from its colourful souks selling carpets and spices to its ornate mosques and minarets calling the faithful to prayer.

Getting to your hotel

On arrival a private car transfer is included from the airport to your hotel and should take around 10 minutes. A return transfer can be pre-booked for £15 per car, based on a maximum of three people sharing. Code: AMoTo1.

Getting around

Marrakech has a reliable bus service and several privately run buses. Grands taxis run on specific routes with a set price per taxi and wait until they are full before leaving. Petits taxis are normal metered taxis, and a calèche is a traditional horse-drawn carriage – in all cases agree a price.

Must sees

Djemaa El Fna (Place of the Dead) is the city's traditional heart where stallholders sell their wares and street artistes perform. For a taste of history, visit the Dar Si Said Museum, home to a collection of wedding chairs and Berber jewellery; the Bahia Palace with its Moorish décor; the 16th-century El Badia Palace and the Saadian Tombs where 66 members of the Saadian royal family are buried. The Koutoubia Mosque, a stunning example of early Moroccan architecture, is the city's tallest building.

Must buys

Silver jewellery, herbs and spices, wooden items, and silk and cotton clothing compete for attention in the souks (be prepared to haggle), while the best area for carpets is Bazaar Chichoua. The Ensemble Artisanal sells traditional crafts at fixed prices.

Must tries

You'll find it hard to resist the enticing aroma of vegetable, meat and fish dishes available from the food stands – try mechoni (barbecued lamb), usually served with couscous. Eat French-style in the restaurants in the Guéliz area.

Excursions

Historical Marrakech

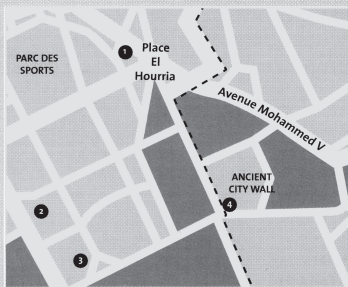
Adult: £15, Child: £7. Code: AMoS01.
On this journey back in time you'll see the Koutoubia Mosque's Minaret, Saadian Tombs and the 14th-century Ben Youssef Medersa – one of the most beautiful buildings in Marrakech. Visit the tiny alleys making up the souks of Marrakech. The tour finishes in the Djemaa El Fna square with its myriad street performers. Duration: three and a half hours (approximately). Departures: daily, leaving at 2.30pm.

The Ourika Valley

Adult: £15, Child: £10. Code: AMoS03.
A picturesque journey through one of the most beautiful valleys in the High Atlas Mountains to view the tiny villages alongside the Ourika River. Lunch is not included. Duration: six hours (approximately). Departures: Mondays, leaving at 9.30am.

Prices are per person. Child prices apply to children aged 2-12 years. Children aged 1 year and under go free.

see page 7 for details



1 Hotel Oudaya 3 Sofitel Marrakech
2 Marrakech Farah Hotel 4 Le Méridien N'Fis

Marrakech Diary

MARRAKECH MARATHON
January
MARRAKECH POPULAR ARTS FESTIVAL
July

PUBLIC HOLIDAYS

1 January – New Year's Day
11 January – Independence Manifesto Day
31 January – Muslim New Year
11 April – Prophet's Birthday
1 May – Labour Day
30 July – Feast of the Throne
14 August – Reunification Day
20 August – King's and People's Revolution Day
21 August – King Mohamed's Birthday
6 November – Anniversary of the Green March
18 November – Independence Day

MARRAKECH TRANSPORT DETAILS AND SUPPLEMENTS

DEPARTURE AIRPORT	AIRLINE	Supplement From	DEPARTURE AIRPORT	AIRLINE	Supplement From
Gatwick	AT	Nil	Heathrow	BA	Nil
Gatwick	BA	Nil	Manchester	BA	Nil
Heathrow	AT	Nil			

Please note: The prices shown here are based upon the lowest fare available. The airlines will limit the number of seats available at these prices by flight and date and while seats may be available up to the date of travel, we do recommend booking early to avoid disappointment. The price you pay will depend on the fare available on the day that you book. For an even better deal, book at least 90 days in advance and save an extra 10%.

Minimum Stay: Royal Air Maroc - 2 nights or a Saturday night. British Airways - 1 night.
AT - Royal Air Maroc BA - British Airways

150



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The second stage of the sales process is to determine the customer needs and expectations. You have determined that the customer needs are:

- a short transfer
- to visit historical sites
- to see interesting scenery

Mr and Mrs Gray have seen Marrakech on a holiday programme and want to know if this would meet their needs.

(c) Explain how Marrakech could meet their needs.

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Q1

(Total 18 marks)

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2. Darwin Tours is developing its marketing plan for 2009/10. One of its main objectives is to increase its market share. The focus of the plan will be on segmenting its market in an attempt to promote its holidays more effectively.

(a) Explain what is meant by the term market segmentation.

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(2)

(b) Darwin Tours aims to segment its market by age and is developing a number of adverts to appear in a range of magazines that will appeal to different age groups. Explain how Darwin Tours could design the magazine adverts to appeal to **one** age group.

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(c) As part of its marketing plan Darwin Tours will use a telephone survey to evaluate the effectiveness of the magazine adverts.

(i) Describe this method of market research.

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(ii) The market research planned will also include postal questionnaires and analysis of sales figures. Analyse the use of these **two** market research methods to measure the effectiveness of the magazine adverts.

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Q2

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3. Each year Darwin Tours has a new promotional campaign. In its most recent campaign it has used the following promotional techniques:

- public relations
- direct marketing
- advertising

(a) Describe each of the following techniques.

Public Relations

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Direct Marketing

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Advertising

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Read the following Press Release before answering 3(d).

**New Holiday Destination – REYKJAVIK
VISIT THE WORLD'S MOST NORTHERLY CAPITAL CITY.**

DARWIN TOURS are proud to announce the addition of Reykjavik to our choice of holiday destinations from March. Reykjavik is the gateway to some of the most spectacular, unaltered and potentially destructive marvels known to man.



Reykjavik Evening

Darwin Tours invite you to attend an exhibition where our staff will be available to answer your questions and to give you the opportunity to sample the Icelandic culture. We will have a 30 minute video presentation on 'sightseeing' in Reykjavik covering vast glaciers, lava fields, active volcanoes and boiling geysers. Don't miss this opportunity to learn about Iceland and its Capital City.



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This press release was sent to 'Manchester Evening News'.

(d) Evaluate the effectiveness of this press release as an item of promotional material.

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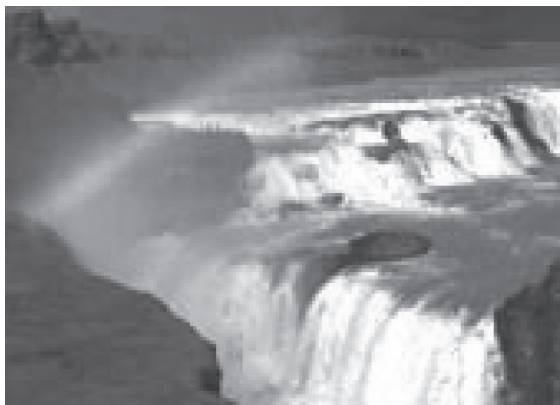


(e) The number of people that attended the Reykjavik Evening was very disappointing. One reason for this was that the target market was not clear on the press release.

(i) Rewrite the Reykjavik Evening section of the press release for the target market 'young couples'.

**New Holiday Destination – REYKJAVIK
VISIT THE WORLD'S MOST NORTHERLY CAPITAL CITY.**

DARWIN TOURS are proud to announce the addition of Reykjavik to our choice of holiday destinations from March. Reykjavik is the gateway to some of the most spectacular, unaltered and potentially destructive marvels known to man.



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4. Darwin Tours plan to introduce a new brochure featuring exclusive city breaks to Eastern Europe. This new product will be aimed at couples aged 30 and over in the AB socio-economic group. Darwin Tours are considering using a range of techniques to promote the city breaks and have negotiated the following rates:

Advertising

National Sunday Newspaper half page	£3500.00
Regional Daily Newspaper quarter page	£500.00
Small cinema once a night for one month	£200.00

Display

Display stand at World Travel Market	£8000.00
Display at local holiday exhibitions throughout the UK	£500.00
Display at a number of airports throughout the UK	£300.00 per airport per week.

Direct Mail

Letter to existing customers, material and postage 35p per letter

Brochures to existing customers, brochures and postage £1.50 each.

Other

There are a variety of other promotional techniques that could be used that have minimal costs, such as public relations.



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(a) State **two** other promotional techniques that could be used.

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(2)

(b) Produce a promotional plan for the launch of the new exclusive city breaks brochure that includes a description of the activities to be undertaken and the budget required to implement your proposals.

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Q4

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5. Analyse the effectiveness of **one** promotional campaign undertaken by a travel and tourism organisation that you have researched.

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Q5

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