

Mark Scheme (Results)

January 2012

GCE Travel and Tourism (6996)
Paper 01 Promotion and Sales in
Travel and Tourism

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Question Number	Answer	Mark
1(a)(i)	Up to 1 mark for examples. Says what product is (1) Describes what the product is like (1) then explains how it meets the needs of the customer (1)	2

Question Number	Answer	Mark
1(a)(ii)	Up to 1 mark for examples. The seller feels the customer wants to buy (1) The seller gets signals that the customer is happy with the product(1) and moves to the point of taking money for the sale(1)	2

Question Number	Answer	Mark
1(a)(iii)	Up to 1 mark for examples. The seller organises something or contacts their customer (1) To give better service so they are remembered(1) eg flowers in the bedroom on arrival(1)	2

Question Number	Answer	Mark
1(b)(i)	One mark for identification of market segment. Will accept market segment as outlined in specification or an example of a market segment. Up to 2 marks available for explanation. Do not accept flights to Poland unless the explanation refers to the promotional materials used rather than the product offered. e.g. Ethnicity(1) <ul style="list-style-type: none"> • Because the advert is in a foreign language (1) • It will draw the language speaker as they will be interested (1) • The window display is better than an advert in a paper because it is less wordy(1) when they cannot speak the language well(1) Polish people working in the UK (1) <ul style="list-style-type: none"> • It is written in their language(1) • These people will be drawn to something in their own language(1) as they will know it is aimed at them(1) and therefore they will be interested. 	3

Question Number	Answer	Mark
1(b)(ii)	<p>One mark for identification of market segment. . Will accept market segment as outlined in specification or an example of a market segment. Up to 2 marks available for explanation. Do not accept skiers unless the explanation refers to the promotional materials used rather than the product offered. e.g.</p> <ul style="list-style-type: none"> • Lifestyle (1) • The glossy will draw people with money(1) • The glossy magazine will be recognised as quality(1) which is likely to be what these people may be looking for(1) • Local people with no ties (1) • They may listen to the local radio as they go to work(1) • The materials used are both local(1) so these people are likely receive the magazine if they live there and are the most likely to listen to local radio(1) 	3

Question Number	Answer	Mark
1(c)	<p>Up to 4 marks available for explanation. Max 2 marks for description. e.g.</p> <ul style="list-style-type: none"> • Could look at visitor numbers to another similar museum (1) • Perhaps look at another military or historical centre(1)in the UK. This is because similar types of people are likely to be attracted(1) • Could look at a different type of attraction in N. Ireland(1) eg the whisky distillery to see how many people seem to be interested in the culture and history(1). This would give them an idea of the types and numbers of people (1)who might be interested in learning more about the heritage and history(1). 	4

Question Number	Answer	Mark
1(d)	<p>Up to 4 marks for explanation. Maximum 2 marks for description. 1 mark for showing knowledge of what primary research involves. No marks for 'time consuming.'</p> <p>e.g.</p> <ul style="list-style-type: none"> • Primary research can be expensive and it may be money wasted(1) if the attraction does not open(1) • It can be difficult to know who to question(1) • There are no actual visitors(1) as the attraction is not yet open(1) • You cannot give questionnaires to people who have visited(1) because the attraction is not open yet(1) and they would have to imagine if they would like it(1) as they have not been (1). • People asked if they would like to go have to imagine(1) as the actual place is not available for them to see(1). This can mean that they do not really understand the concept(1) and give an incorrect response (1) 	4

Question Number	Answer	Mark
2(a)	<p>Up to 2 marks available for definition. 1 mark available for example.</p> <p>Communication Channels</p> <p>E.g.</p> <ul style="list-style-type: none"> • These are all the means by which a company gets the information across (1) • The ways in which a company tells people about itself(1) eg TV adverts, newspaper adverts, direct mail (1) <p>Promotional Materials</p> <p>E.g.</p> <ul style="list-style-type: none"> • These are used to promote the product (1) • These are the actual materials produced(1) to send/show to customers about the product (1) 	4

Question Number	Answer	Mark
2(b)	<p>Up to 12 marks available: 3 for each P relating to the objectives. Max 1 mark for each P for description with no explanation. Max 4 marks in total if not referring to the objectives. e.g.</p> <p>Product</p> <ul style="list-style-type: none"> • They have a big room and can put up a marquee (1) • The large room and space for a marquee(1) means they can cater for really big weddings(1) • The lavish interiors that are so old and special will attract incoming tourists especially Americans(1) who do not have so much old and grand architecture in their own country (1) and they will want to see the associations with a famous person like Florence Nightingale(1) <p>Price</p> <ul style="list-style-type: none"> • The wedding price is from £2000(1) • The wedding package prices are reasonable(1) and although it is a unique place(1) the prices should not put wedding parties off(1) • The price is not too high so tourists will not be put off(1) although the lack of an OAP price may put off some older tourists(1) who are used to getting a discount.(1) <p>Place</p> <ul style="list-style-type: none"> • Claydon House is close to the M40(1) • There is a railway station but it is many miles away(1) and there is no connecting bus service(1) • The place is good for incoming tourists as it is not far from Oxford/M40(1) which they may well be visiting anyway(1) as Oxford is a main destination for foreign visitors(1) <p>Promotion</p> <ul style="list-style-type: none"> • They promote themselves on a website and in a local paper(1) • The promotion will not really work for incoming tourists(1) as they may not look to see the house on a National Trust website(1) as they may not have heard of the National Trust(1) • The local paper will not reach incoming tourists(1) although it may attract local brides to be(1) as they will maybe know the house and think it is a good idea(1) 	12

Question Number	Answer	Mark
3(a)	<p>Up to 2 marks available for each technique described. Max 1 mark for examples in each case. e.g.</p> <p>Displays</p> <ul style="list-style-type: none"> • Window display(1) • A stand at a conference(1) • Where a stand may be made showing the product(1) perhaps at a holiday exhibition(1) <p>Personal Selling</p> <ul style="list-style-type: none"> • Someone talks to you about product(1) • This is where an actual person tells you about the product (1) over the phone or in an agency(1) <p>Sponsorship</p> <ul style="list-style-type: none"> • You pay to display at another company(1) • This is where one organisation pays another to display their logo or name(1) eg Thomas Cook pay a football team to have their name on their shirts(1) 	6

Question Number		Indicative Content
3(b) QWC		<p>Up to 8 marks available for analysis</p> <p>Likely themes in responses:</p> <ul style="list-style-type: none"> • Technological advances have meant that more people have access to the internet at home so their customer base can still be as large whether they use internet or brochures. They can also check booking habits of customers • Despite technological advances many people prefer to browse through an actual brochure they can hold and move around with • Environmental fears mean the public does not like to see waste so brochures are increasingly seen as bad especially if too many produced • Many businesses anxious to reduce carbon footprint and win customer approval for reducing waste so the move to website promotion can help in this as paper usage is reduced <p>Profitability is important. Brochures are very expensive to produce but once a website set up it is relatively cheap to update and put stuff on.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some analysis/application referring to at least two key factors. Responses may have clear application and some analysis or some application and clear analysis.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Focused responses with sustained analysis and application referring to at least three key factors.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
4(a)	<p>Up to 6 marks available for suggestions. For full marks, costs and timescales must be appropriate. E.G</p> <p>Five ¼ page adverts in National Papers(1) in June(1)</p> <p>£25,000(1)</p> <p>Five ½ page adverts in local paper</p> <p>£5,000(1)</p> <p>Three ½ page adverts in DUS magazine £300(1)</p> <p>Three journalist experience days £6,000(1)</p> <p>Sales Promotion of 140 rooms £7,000(1)</p>	6

Question Number	Answer	Mark
4(b)	<p>Up to 6 marks available for explanation. Max 3 marks if not referring to the customer types the hotel wishes to attract. Max 3 marks for each promotional material suggested. E.g.</p> <ul style="list-style-type: none"> • The DUS magazine will be seen by many different students and their families(1) • The local paper adverts will hopefully attract local companies and students. (1) The companies may be looking for rooms for meetings or important launches and local is handy (1). • The national paper adverts will give information to a large audience across the country(1) which is needed as local people will not stay at a local hotel(1). The ¼ page is better value as it means you can put an advert in more papers. (1). • The journalist experience days are relatively cheap for the number of people(1)and hopefully those attending will spread the word about the hotel and the facilities it offers(1) for very little money compared to paying for an actual advert(1) The sales promotion will always draw people looking for a bargain(1) this will give the hotel an advantage over competitors(1) and they can advertise this in the newspaper adverts(1) 	6

Question Number	Answer	Mark
5(a)	<p>Up to 6 marks available for assessment. Max 3 marks for AIDA only. Max 2 marks for description only.</p> <p>e.g.</p> <ul style="list-style-type: none"> • The page has a lot of blank space and not a lot of colour(1) • The pictures shown are of quite boring beaches(1) and not the product so people cannot see what they are buying(1). • At the time the heading of 'rescue package' would have had significance and caught peoples attention(1) as many people were not rescued and left stranded abroad(1). The writing is clear and concentrates on telling people that by booking with Thomson they will be looked after whatever happens(1) which will make people feel secure about booking so is a good thing(1). The numbers they provide to back up their claims is good as they come across as a large organisation(1) who would therefore be able to get people to do things to help their customers(1) 	6

Question Number	Answer	Mark
5(b)	<p>Up to 2 marks available for each suggestion. Up to 3 marks available for each justification. Suggestions must be different otherwise they will only be credited once. E.g.</p> <p>Families with young children</p> <p>Suggestion</p> <ul style="list-style-type: none"> • Sales Promotion(1) offering £50 off per person if they book by a certain time(1) <p>Justification</p> <ul style="list-style-type: none"> • It is cheaper for them (1) • Families like a bargain (1) as they have so many expenses (1) • Because families tend not to have a lot of disposable income(1) so therefore any money off would be appealing(1) and they like to book early so that they can plan in plenty of time(1) <p>Couples in their 50's.</p> <ul style="list-style-type: none"> • Personal selling (1) through specialist trained travel advisors (1) • Direct marketing(1) sending a letter with a brochure through the post(1) <p>Justification</p> <ul style="list-style-type: none"> • These people are more likely to seek quality and want a luxury experience(1) because they have more money(1) so a specialist travel advisor spending time with them will attract them (1) • Sending a brochure directly to them (1) makes them feel valued (1) so they will look favourably at the product (1) 	

Question Number	Answer	Mark
6(a)	<p>Max 2 marks if not a campaign E.g</p> <p>Chosen promotional campaign</p> <ul style="list-style-type: none"> Alton Tower Launch for new season <p>Promotional techniques used</p> <ul style="list-style-type: none"> The main techniques they used was advertising(1) and they used a variety of materials from advertising. They also used direct marketing(1). <p>Promotional materials used</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). <p>Where and when promotional materials were used</p> <ul style="list-style-type: none"> The leaflet was shown on regional television close to Alton Towers(1). The leaflet was sent out to past customers (1). 	6

Question Number	Indicative Content	
6(b) QWC	<p>Likely themes in responses:</p> <ul style="list-style-type: none"> Promotional material content Promotional material placement Number of people who would see the campaign Types of people who would see the campaign Types of promotional techniques used and their relevance to the campaign <p>Max 2 marks if not a campaign</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with analysis/application/</p> <p>The candidate uses specialist. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

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