

Surname	Centre Number	Candidate Number
Other Names		2



GCE AS/A level

1683/01

TRAVEL AND TOURISM

UNIT 3 - Marketing In Travel And Tourism

P.M. TUESDAY, 21 May 2013

1½ hours

For Examiner's use only		
Question	Maximum Mark	Examiner Mark
1	10	
2	18	
3	10	
4	16	
5	14	
6	12	
Total	80	

ADDITIONAL MATERIALS

In addition to this examination paper you will need a resource booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions.

Write your name, centre number and candidate number in the spaces at the top of this page.

Write your answers in this answer book.

INFORMATION FOR CANDIDATES

You are reminded of the necessity for good English and orderly presentation in your answers. Assessment will take into account the quality of written communication used in your answers.

The number of marks is given in brackets at the end of each question or part-question.

- 1. Many travel and tourism organisations use *mission statements* in order to help them attract customers. In the box below is the *mission statement* of the Merlin Entertainments Group which operates Alton Towers as one of its theme parks.

Fantastical Escapism & Making Britain Happier

- (a) Explain why the *mission statement* of the Merlin Entertainments Group shown in the box above is a suitable one for Alton Towers. [2]

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In order to achieve its *mission statement* a travel and tourism organisation will set itself *marketing objectives*.

- (b) (i) Explain what is meant by the term *marketing objective*. [2]

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- (ii) Suggest **two** *marketing objectives* that might be suitable for private sector travel and tourism organisations to use. [2]

(1)

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(2)

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(c) Explain, giving an example, why *marketing objectives* should be

(i) *measurable*,

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(ii) *timed*.

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[4]

10

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2. Most travel and tourism organisations make use of *market research* to develop their *marketing strategies*.

(a) (i) Explain the difference between *primary* and *secondary market research*. [2]

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(ii) Explain **two** advantages for travel and tourism organisations of using *primary research*. [4]

(1)

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(2)

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3. Travel and tourism organisations use the results of their *market research* to divide their customers into *market segments*.

(a) Identify **two** ways in which a market could be segmented according to the stage within the family life cycle. [2]

(1)

(2)

(b) Study **Fig. 2** in the resource material which is an advertisement from a national newspaper for Explore Worldwide.

(i) Identify **two** possible **target markets** for this advertisement by ticking the relevant boxes in the table below. [2]

Target market	Possible <i>target market</i> identified from Fig. 2
Beach bums	
Independent travellers	
People who enjoy music and concerts	
Physically active tourists	
Domestic tourists who enjoy the UK landscape	

4. As part of the *marketing process* travel and tourism organisations develop a *pricing policy* in order to determine the price of their products and services. The box below shows four factors that could influence the price of a travel and tourism product.

THE STATE OF THE ECONOMY	AN ORGANISATION'S OBJECTIVES
WHAT THE CUSTOMER IS PREPARED TO PAY	COSTS

- (a) Choose **two** of the factors from the box above and explain how each could influence the *price* of a travel or tourism product. [4]

Factor 1

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Factor 2

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- (b) Explain the *pricing policy* term *market skimming*. [2]

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Study **Fig. 3** which appeared in a holiday supplement inserted in a magazine.

(c) (i) Suggest **two** *promotional techniques* represented by this magazine holiday supplement. [2]

(1)

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(2)

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(ii) Identify **two** incentives offered in **Fig. 3** to encourage customers to book early. [2]

(1)

(2)

(iii) Evaluate the effectiveness of **Fig. 3** using the *product* and *place* elements of the *marketing mix*. [6]

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5. Travel and tourism organisations use *SWOT* and *PEST analyses* to monitor the performance of their businesses.

(a) (i) Outline **one** reason why travel and tourism organisations use *SWOT analysis* to monitor their business performance. [2]

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(ii) Explain how a *SWOT analysis* could help to develop a travel and tourism organisation's *marketing strategy*. [4]

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6. Study **Fig. 4** which is a photograph of the window display in an independent travel agency using Visit Australia’s strapline and brand image.

(a) (i) Suggest how this travel agency’s window promotion could benefit from a simultaneous television advertisement using the same strapline. [2]

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(ii) Suggest why it would be unlikely for the independent travel agency to advertise on television. [2]

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(b) Explain **one** reason why the use of a *brand image* can assist in a travel and tourism organisation’s promotional activities. [2]

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RESOURCE MATERIAL FOR USE WITH QUESTIONS 2(c), 3(b), 4(c) AND 6(a)

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Fig. 1– Resource Material for use with Question 2(c).

 BOWOOD	Today's Date _____
<h2 style="margin: 0;">GARDEN WALKS VISITOR SURVEY</h2>	
<p>We endeavour to make your visit to Bowood House Garden Walks as enjoyable as possible. We are greatly aided in this by the completion of visitor surveys. Please complete the following questions and you will be entered into a free prize draw to win Sunday lunch for two in the Bowood House Restaurant. One winning entry will be drawn at the end of each month until September. All you need to do to be entered into the draw is to complete our visitor survey below.</p>	
<p>1. Where have you travelled from today and how long did your journey take?</p> <p>Nearest town and county _____ Hours/minutes _____</p>	
<p>2. Which of the following would best describe you? Please tick one option only.</p> <p>Bowood Season Ticket Holder <input type="checkbox"/> Local Resident <input type="checkbox"/> Independent Tourist Visiting Wiltshire <input type="checkbox"/></p> <p>Coach visitor <input type="checkbox"/> Gardening Group <input type="checkbox"/> Other (please state) _____</p>	
<p>3. How many adults and children are in your party today?</p> <p>Number of Adults _____ Number of Children _____</p>	
<p>4. How did you hear of the Bowood Garden Walks?</p> <p>Radio <input type="checkbox"/> Local Knowledge <input type="checkbox"/> Press <input type="checkbox"/> Internet <input type="checkbox"/></p> <p>Signs <input type="checkbox"/> Other (please state) _____</p>	
<p>5. Are you combining a visit here with a visit to Bowood House & Gardens today? Yes <input type="checkbox"/> No <input type="checkbox"/></p>	

Adapted extract from Bowood Rhododendron Walks Visitor Survey

Fig. 2 – Resource Material for use with Question 3(b).

EXPLORE! WORLDWIDE ADVENTURES

For thirty years Explore have been pioneering responsible small group adventure travel across the world. Offering over 550 holidays to more than 140 countries, there are tours for every type of adventurer, including solos, couples, friends and families. You'll be led by an experienced Tour Leader and you'll get right off the beaten track into the heart of the places you visit.

Walking and Trekking
From easy walks to challenging treks, get outdoors and enjoy a walking holiday, from trekking the Inca Trail to climbing Kili and rambling in Portugal.

Discovery & Culture
Discover different ways of life, explore historical sites and everyday modern culture. Meet the local people and experience new customs and cuisines.

Wildlife Adventures
From tigers and gorillas to the Big Five, witness first-hand some of the most remarkable wildlife on the planet.

Rail Journeys
From the iconic to the romantic, see the everchanging landscapes of a country (or a continent) via its rail routes.

Cycling
Exploring on two wheels is the best way to get under the skin of a destination. Cycle Cuba, along the backroads of Jordan or beside the canals in France.

Multi-Active
Challenge the mind and body with activities as diverse as sea-kayaking, canyoning and dog-sledding.

omg! MOMENTS

Win an adventure
We want to know the OMG! moments you've experienced on your travels and simply by telling us you'll be in with a chance of winning an Explore adventure to experience more of these moments.

Enter at explore.co.uk/omg



EXPLORE! 0845 013 1532

WORLDWIDE ADVENTURES EXPLORE.CO.UK

Fig. 3 – Resource Material for use with Question 4(c).

BOOK EARLY AND... **30% OFF**  A7U

SAVE UP TO

Short breaks from £69

7 night school summer holidays from £429

- FREE entertainment, pools, sports courts, gas/electric, kids clubs
- INCLUDED ferry travel on all Isle of Wight holidays!

^If you book before March 31st 2012.



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CALL US ON: 0843 320 2134

Park Resorts
Creating Amazing Memories

Prices are based on a 2 bed caravan with 6 people sharing and subject to availability at the time of booking. Facilities may vary by Park. Calls charged at 5p per minute from a BT landline, mobile charges may vary. ^Subject to availability. We reserve the right to withdraw and change this offer during the season.

Fig. 4 – Resource Material for use with Question 6(a).

