

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, 20 May 2014

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	12	
2.	11	
3.	19	
4.	17	
5.	21	
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.

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

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

INFORMATION FOR CANDIDATES

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

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.

1. Travel and tourism organisations often choose to target their products and services at different segments of the market.

(a) Give **two** reasons why a travel and tourism organisation might benefit from using *market segmentation*. [2]

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2.

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(b) Explain **each** of the following methods used by some travel and tourism organisations to identify *market segments*.

(i) *Socio-economic grouping* [2]

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(ii) *Stages of the family life cycle* [2]

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- (c) For **one** travel and tourism organisation you have studied, assess its range of products and services in targeting different *segments* of its market. [6]

Name of organisation

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2. Travel and tourism organisations have a *pricing policy* for their products and services.

(a) Outline **two** factors which determine the price set for a travel and tourism product or service.

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[4]

Study **Figure 1 of the Resource Material** which gives extracts from a leaflet, **Somerset: Things to See and Do 2013**.

(b) What type of *pricing policy* is shown by:

(i) extract A: the American Museum in Britain, [1]

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(ii) extract B: the Fleet Air Arm Museum? [1]

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(c) Why would extract C; Rich's Cider Farm, offer free admission? [1]

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(d) Explain why the Fleet Air Arm Museum's *pricing policy* might attract tourists.

[4]

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3. Travel and tourism organisations carry out various methods of *market research* to find out their customers' needs and wants.

(a) Explain the term *secondary research*. [1]

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(b) Explain how **two** different types of *secondary research* could be used by travel and tourism organisations.

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[4]

Travel and tourism organisations also use a range of *primary research* techniques.

- (c) Describe and assess how a travel and tourism organisation you have studied could use the following methods of *primary market research*. [8]

Suggestion boxes	Focus groups	Mystery shoppers
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Name of organisation

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Qualitative research looks in depth at customers' opinions, feelings, attitudes and perceptions.

- (d) Discuss the advantages and disadvantages to travel and tourism organisations of using *qualitative research data*. [6]

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4. Most travel and tourism organisations set *marketing objectives* as part of their *marketing process* and often use *SMART objectives*.

(a) Explain why travel and tourism organisations should set *SMART objectives* that are:

(i) *Specific*; [2]

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(ii) *Realistic*. [2]

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(b) Explain **one** reason why the setting of *marketing objectives* is beneficial for travel and tourism organisations. [2]

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(c) Study the three *marketing objectives* below. Complete the table by identifying which one might be set by a travel and tourism organisation within each of the given sectors.

- A Support the local economy by creating a park and ride facility
- B Represent members' interests during the production of the local tourism development plan
- C Increase profits by 10% [2]

Type of organisation	Identifying letter of marketing objective
A private sector organisation	
A voluntary sector organisation	

Travel and tourism organisations regularly review their products and services as part of their *marketing process*.

- (d) Explain why it is important for travel and tourism organisations to review regularly the products and services they offer to customers. [4]

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There are a number of methods by which the performance of products offered by travel and tourism organisations can be assessed. One method is according to their stage in the *product life cycle*.

- (e) (i) Identify **three** of the stages of the *product life cycle*. [3]

- 1.
- 2.
- 3.

Another method used by travel and tourism organisations to assess how current products are performing is the Boston Matrix shown below.

		Market Share	
		HIGH	LOW
Market Growth	HIGH	Stars	Problem Children
	LOW	Cash Cows	Dogs

THE BOSTON MATRIX

- (ii) If a travel and tourism organisation identifies one of its products as a “Dog” product what options would be available to the organisation in relation to this product? [2]

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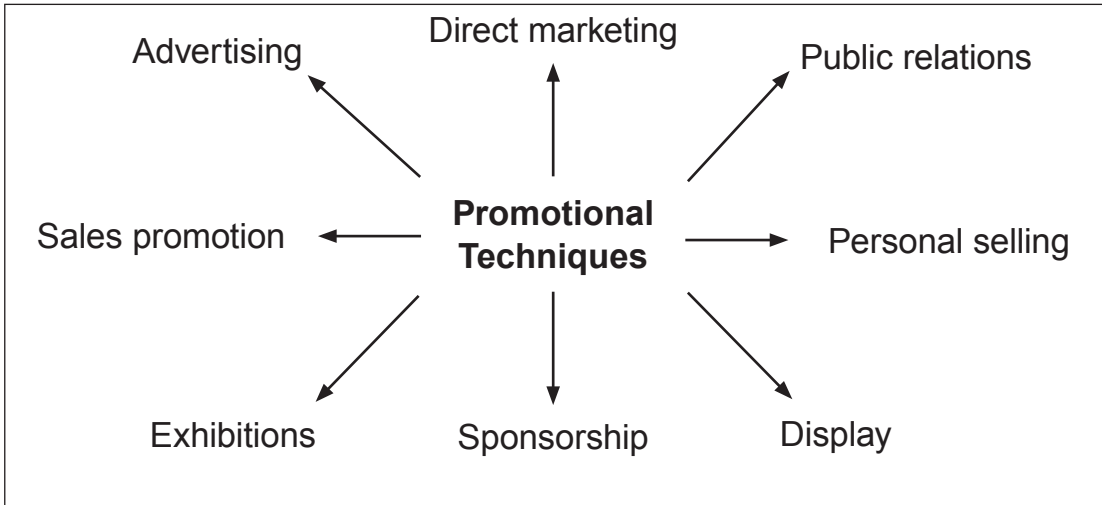
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5. The range of *promotional techniques* which might be used by travel and tourism organisations as part of the *marketing mix* is shown below.



(a) Explain the following terms:

(i) *Direct marketing*;

[2]

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(ii) *Public relations*.

[2]

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Study **Figure 2 of the Resource Material**, which is a *marketing communication* leaflet distributed by Marwell Zoo.

(b) Identify **three** other forms of *marketing communication* that are shown within **Figure 2**.

[3]

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- (d) For one travel and tourism organisation you have studied, describe and evaluate the effectiveness of the *promotional techniques* used in its marketing. [6]

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END OF PAPER

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1683/01-A

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RESOURCE MATERIAL FOR USE WITH QUESTIONS 2(b), 2(c), 2(d), 5(b) AND 5(c).

Figure 1 for use with question 2(b), (c) and (d).

Extract A

Extract B

Extract C

Figure 2 for use with question 5(b) and (c).

Adapted extract from Marwell Zoo Explore leaflet 2013



Tiger Ambassadors
Meet the tigers in the company of an expert on tigers.



Meerkats
Meerkats are the most active of our small animals.



Marwell 10k & Fun Run
12 May - 12th mile of the date for the 2013 10k road race and Fun Run.



Magical fun at our annual Christmas event
23 November - 24 December
There's fun for all the family at our annual Christmas event. Tickets go on sale during the summer - book early to avoid disappointment!



Party in the Park
7 & 21 June
Party in the park after hours. Buy tickets online from February.



Freaky thrills
26 October - 3 November
Meet our mini beasts, take part in our spooky story telling and some tasty pumpkin enrichment treats.



Calling all little explorers
25 May - 2 June
During summer half term enjoy a host of animal talks and spend time with our plants team - decorating your own pot and planting a seedling to grow at home.



Gol Rhinos farewell event
10 - 14 October
Rhino's Last Goodbye event at Marwell Zoo see golrhinos.co.uk



Explore!
marwell.org.uk



Welcome to the wonderful world of sloths!
16 - 24 February
During half term take part in our themed crafts, meet our mini beasts and enjoy our animal talks.



Join us for all things feathery!
29 March - 14 April
During the Easter holidays visit our NEW Wild about AMOV, get creative with our free feathery crafts, take part in our Wild egg hunt and visit the Easter Bunny.



Wedding fayre
24 February
A must for all brides planning their perfect day! Experience Marwell Hall first hand, meet our functions team together with local wedding suppliers.



Be amazed!
A visit to Marwell Zoo is a chance to get close to the wonders of the natural world and play a big part in helping to save them.
From ring-billed gulls to poison arrow frogs, bird eating spiders to Amur leopards, cotton-top tamarins to meerkats and giraffes there's more than 170 species to see and over 140 acres of beautiful parkland to explore.
In our education and conservation projects in the park, there's plenty to occupy your little ones whilst you relax and soak up the surroundings.
What's more, by simply visiting us, you'll be making a big contribution to our conservation projects in the park that will be helping us to save endangered wildlife for generations to come so thank you.



Adventure playgrounds
Humbost playground can be used up to 50 mph.



Penguin Cove
Humbost playground can be used up to 50 mph.



Savannah Tracks
The new challenge from our leopards, wild life and wild life.



African valley & Into Africa



Details & directions
Gettings
Jump on our free road train Village and close to the park entrance for a wide range of cuddly toys & mementoes.
Closing time
Please check the time shown on your ticket.
marwell.org.uk
T: 01962 777407
E: marwell@marwell.org.uk
Colden Common, Winchester, Hampshire SO21 1JH.
From M3: J11 northbound & J11 southbound.
From M27: J10 westbound & J5* eastbound.



Recycled FSC
100% recycled paper made from responsibly managed forests.



Map of Marwell Zoo
London, Brighton, Portsmouth, Newbury, Andover, Salisbury, Basingstoke, Guildford, Crawley, M25, M3, A34, A3, M27, A22, Worthing.