

Surname	Centre Number	Candidate Number
Other Names		2



**GCE AS/A level**

1683/01



S16-1683-01

**TRAVEL AND TOURISM**

**UNIT 3: Marketing in Travel and Tourism**

P.M. MONDAY, 23 May 2016

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	9	
2.	10	
3.	14	
4.	19	
5.	16	
6.	12	
<b>Total</b>	<b>80</b>	

**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. *Marketing objectives* are set by travel and tourism organisations and reflect the sector to which the organisation belongs.

(a) Identify which *sector* of the travel and tourism industry might use the following *marketing objectives*. [3]

Marketing objectives	Travel and Tourism Industry Sector
To increase the number of hotel rooms sold in July	
To encourage more tourists to use park and ride facilities in a National Park	
To recruit more members to a rambling club	

Travel and tourism organisations develop a *mission statement* as part of the *marketing process*.

(b) Give **two** reasons why travel and tourism organisations might use a *mission statement*. [2]

1. ....  
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2. ....  
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*Marketing objectives* are often set using *SMART criteria*.

- (c) Explain how travel and tourism organisations could benefit from using the M and T elements of the *SMART* criteria when setting their *marketing objectives*.

M ..... [2]

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T ..... [2]

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2. Travel and tourism organisations often target their products and services at different *market segments*.

(a) Give **two** reasons why targeting products and services at different *market segments* can benefit travel and tourism organisations. [2]

1. ....

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2. ....

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(b) The following table gives examples of products or services offered by visitor attractions that are targeted at different *market segments*.

Complete the table by suggesting a target market for the product or service and giving a reason why it would benefit your named target market. [8]

Product or service	Target Market	Justify why it would benefit the named target market
Rides with height limitations		
Conference room with catering facilities		
Audio guides		
Marketing talk and information pack		

3. Travel and tourism organisations gather information from potential and actual customers by conducting *market research*.

(a) Explain **one** reason why it is important for travel and tourism organisations to conduct *market research*. [2]

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Travel and tourism organisations may use both *qualitative* and *quantitative market research*.

(b) What is meant by the following terms:

(i) *qualitative market research*; [1]

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(ii) *quantitative market research*? [1]

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Many travel and tourism organisations use a range of technology to gather *market research*.



(c) Explain how travel and tourism organisations use technology to gather data from *market research*. [4]

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4. Promotion is a vital element of the *marketing mix* for travel and tourism organisations.

(a) Suggest **two** aims of *promotion* for travel and tourism organisations. [2]

1. ....

2. ....

Travel and tourism organisations use a range of *promotional techniques* to bring their products and services to the attention of their customers.

Study **Figure 1 in the Resource Material** which is a letter sent to a previous guest of the Sandy Walls Holiday Village.

(b) What type of *promotional technique* does the letter represent? [1]

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(c) (i) Suggest **two** possible *target markets* that Sandy Walls Holiday Village aims to attract through the contents of the letter. [2]

1. ....

2. ....



(ii) Assess the effectiveness of the letter in **Figure 1 in the Resource Material** in encouraging the reader to become a repeat visitor to Sandy Walls Holiday Village. [6]

A series of horizontal dotted lines for writing.



5. Many travel and tourism products and services go through the stages of the *product life cycle*.

(a) Identify **two** stages of the *product life cycle*. [2]

1. ....

2. ....

Travel and tourism organisations need to set the prices of their products and services in order to attract customers. This is referred to as the organisation’s *pricing policy*.

(b) Discuss, with reference to examples, how the stages of the *product life cycle* might affect a travel and tourism organisation’s *pricing policy*. [6]

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Sometimes a travel and tourism organisation's *pricing policy* is affected by its brand image.

- (c) (i) What is meant by the term *brand image*? [2]

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- (ii) Assess the importance of the use of a *brand image* in the *promotion* of the products and services of **one** named travel and tourism organisation you have studied. [6]

Name of organisation .....

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6. Travel and tourism organisations need to monitor the effectiveness of their business. They use *SWOT* and *PEST analysis* to do this.

(a) For **one** named travel and tourism organisation you have studied, explain its *strengths* and also the *threats* facing the organisation. [6]

Name of organisation .....

A large area of dotted lines for writing the answer to question 6(a).



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**RESOURCE MATERIAL FOR USE WITH QUESTIONS 4(b), 4(c) AND 4(d).**



Figure 1 for use with question 4(b), (c)(i) and (c)(ii).

**SANDY WALLS**

Sandy Walls Holiday Village, Godshill, Fordingbridge, The New Forest, Hampshire, SP6 2JZ  
Tel: 0844 693 3 2949 • Email: [post@sandywalls.co.uk](mailto:post@sandywalls.co.uk) • [www.sandywalls.co.uk](http://www.sandywalls.co.uk)

Mr G Vine  
1 Any Road  
Every Town  
Lancashire  
LA3 2XZ

Dear Mr Vine

Exclusive Offer – SAVE 20%

As the seasons start to change and Spring makes a welcome appearance, Sandy Walls Holiday Village, surrounded by the breath-taking scenery of the beautiful New Forest is the perfect place for your next escape.

**Get away from it all**  
Get away from the everyday and explore the forest. Hire a bike or set off with a picnic on a walk. A gentle stroll or an all day hike? The choice is yours. There is space to lose yourself and time to discover something new.

Take time to relax with a massage or facial. Choose from our wonderful range of therapies at our hair and beauty centre. Relax in our swimming pool, Jacuzzi and sauna or spend some time in our fully equipped gym.

Enjoy FREE entertainment every week. Wednesday night sees our popular Quiz and Curry night in the Woodside Inn, and weekend entertainment offers live music every Friday evening and favourites such as Rock n Roll Bingo on Saturdays. Check out our events calendar on our website for a full list of entertainment – [www.sandywalls.co.uk](http://www.sandywalls.co.uk).

**Explore the area**  
On your doorstep are a host of attractions making Sandy Walls the ideal base to explore the area. Beaulieu is best known for its National Motor Museum, which features the world's largest James Bond vehicle exhibition, Bond in Motion. Take a stroll around the world-famous Exbury Gardens or along the banks of the 18th Century village Buckler's Hard.

As a valued guest who has stayed with us before, we are offering you **20% off\* selected accommodation and touring** for the dates below if you **book before 28th February**.

4 nights Monday - Friday	Mon 25th February Mon 4th March Mon 11th March		Mon 15th April Mon 22nd April Mon 29th April	
	Was	Now	Was	Now
6 berth Pine Lodge	£219	<b>£175</b>	£389	<b>£311</b>
Touring pitches per night Includes 2 adults and children	£10	<b>£8</b>	£15	<b>£12</b>

4 berth Oak and Pine Lodges and Wessex Caravans are also available with 20% off on 25th February only. Oak & Pine Lodges are just £143 and the Wessex Caravans are just £103 for 4 nights.

**To book, simply call our reservations team on 0844 693 3262.**

We look forward to welcoming you to Sandy Walls soon.

Yours sincerely

Carol Cavanagh  
Marketing Manager

\*Offer is subject to availability, applies to new bookings only and cannot be combined with any other offer. Offer is only available on the dates published and may be amended or withdrawn at any time. Book before 28th February 2014.

19th February 2014

Figure 2 for use with question 4(d).

## Summer at Sandy Walls

*Here comes Summer!*

The Summer school holidays seem to go on forever! The kids are always looking for something new and exciting to do and you begin to feel you need a break too! Well now, you and your family can have it all, with a fabulous Sandy Walls Summer Holiday.

*Back to nature*

Sandy Walls lies in the middle of the beautiful New Forest, and there are so many exciting choices. Enjoy long walks, cycle routes, picnics, horse riding and fishing – with not a PlayStation in sight!

*Get active!*

Join a combat game team using laser guns, or try archery, kayaking, sailing, windsurfing, or the Mud Rats forest cycling adventure. If you like sports, we have rounders, football and table tennis tournaments and much more.

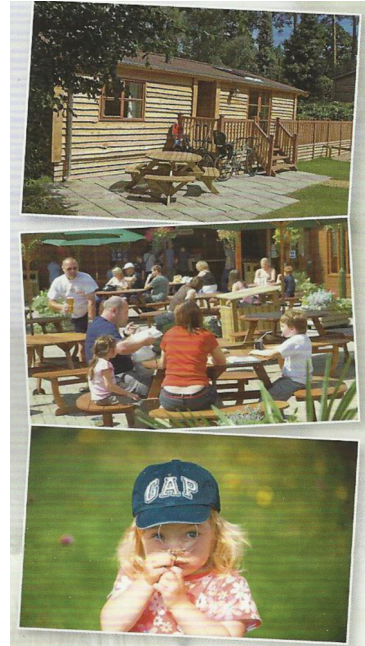
Our indoor and outdoor [weather permitting] swimming pools offer the perfect place for some fun in the water before taking some time to relax in the spa pool and sauna.

*Great free entertainment!*

There's free children's early evening entertainment every day, and a great range of top quality family entertainment in the evenings – including fantastic live music, speciality acts, quizzes, discos and Rock 'n' Roll Bingo!

*Explore the area*

Sandy Walls is the perfect base for exploring the surrounding area. There's Peppa Pig World at Paulton's Park, the Bond in Motion exhibition at Beaulieu, the Moors Valley Country Park and the beautiful beaches of Bournemouth. Come home to a BBQ at your lodge, or an al fresco meal in your picnic area at your lodge, or at the Woodside Inn and Pizza in the Piazza.



As a valued guest, we have put together some very special offers for you...

### HALF PRICE TOURING IN JULY!

In the lead up to the school holidays, take advantage of finer July weather with a fantastic saving of **50%** off touring.

From Monday 1st July – Thursday 18th July – **SAVE 50%** off touring pitches

July 1st - 18th Touring Pitches		
	Was	Now
Mid-week	<del>£50</del>	£25
Weekend	<del>£60</del>	£30

Book online and quote **JULY50** in the promotional code at the end of the booking process or call 0844 249 1182. Prices are per pitch per night.

### SAVE 20% ON A 4 NIGHT STAY AT THE START OF THE SCHOOL HOLIDAYS.

July 22nd - Save 20% on all lodges		
	Was	Now
4 nights		
Pine/Oak - 4 Guests	<del>£840</del>	£679
Premium Lodge - 4 Guests	<del>£970</del>	£784
Pine Lodge - 6 Guests	<del>£970</del>	£784



Book online and quote **JULY20** in the promotional code at the end of the booking process or call 0844 249 1182.

*Special online offer!*

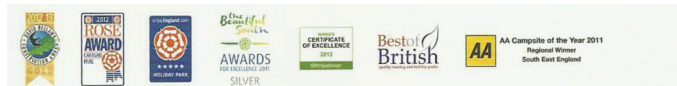
### Book a lodge for July or August online and **SAVE 10%**

Book online at [www.sandywalls.co.uk](http://www.sandywalls.co.uk) and simply quote **SUMMER** in the promo code at the end of the booking process to **SAVE 10%**

Terms & Conditions: All offers are subject to availability, for new bookings only and cannot be combined with any other offer or discount... Only one offer can be applied per booking

*Awards*

Sandy Walls has won awards for our 5 star facilities and service. We are proud to have won:



visit: [www.sandywalls.co.uk](http://www.sandywalls.co.uk) or call 0844 249 1182

**SANDY WALLS**

Turn over  
for continuation of Figure 2.

Figure 2 continued, for use with question 4(d).

## Choosing your accommodation

Whether you prefer a woodland lodge nestled in the trees or more of an adventure under canvas, Sandy Walls has the accommodation to suit you. All our accommodation is centrally heated, open plan living with TV & DVD and fully equipped kitchen with microwave. Bed linen is supplied and all our lodges and caravans have a BBQ & picnic area.

### Woodland Lodges

Our lodges have been designed with both you and their environment in mind. Ideal for couples who want to enjoy the countryside, our two berth Hazel Lodges are nestled in the southernmost edge of the estate. For families or larger groups, we have lodges for four or six guests.



Some lodges are close to our facilities, making them perfect for families or couples who want easy access to all the facilities. Others have a woodland setting so are perfect for nature lovers and people who want a quiet retreat.

We have dedicated certain lodges as pet friendly meaning no one has to stay at home.

### Caravan Holiday Homes

Our caravans are a cosy alternative to our woodland lodge accommodation and will comfortably sleep four people with a twin and double bedroom. All styles have a spacious lounge, kitchen and a separate shower room.

### Touring & Camping

With our award winning touring pitches, our fully-stocked Country Store, launderettes and excellent facilities, we have everything you need to enjoy your camping trip with us.





### Ready Tents

Perfect for the summer months, our Ready Tents are the ideal way to camp without any of the hassle. We will set the tent up for you and on arrival you can just grab a seat in your dining area, before cooking dinner on your camping stove with food stored in your personal fridge. All crockery, cutlery and equipment is included. Individual beds mean sleeping on the floor is a thing of the past.

### Four Acres, Orchard and Northfield

On March 1st, we open up all our touring fields. Hard standing, serviced pitches include water supply and electric hook up. Shower blocks are fully heated to add comfort to your stay.



 LUXURY LODGES  HOLIDAY HOMES  TOURING  CAMPING