

## **GCE MARKING SCHEME**

**SUMMER 2016** 

TRAVEL & TOURISM - UNIT 3 1683/01

## INTRODUCTION

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

## **GCE MARKETING IN TRAVEL & TOURISM - UNIT 3**

## **MARK SCHEME - SUMMER 2016**

Question number	Possib	le Answer	Marks	Assessment Objective
<b>1.</b> (a)	Marketing objective	Travel and Tourism Industry Sector	3	AO1
	To increase the number of hotel rooms sold in July	Private		
	To encourage more tourists to use park and ride facilities in a National Park	Public		
	To recruit more members to a rambling club	Voluntary		
(b)	statement:  to focus their staff of achieve as a long to provide this information.	cations might use a mission on what they are trying to erm goal rmation to customers in a t sums up the ethos of the	2	AO1
(c)	Measurable Travel and tourism organis measurable marketing objute monitor easily whether or its	sations can benefit by setting ectives as this allows them to not the objectives are being inst which achievement can	2	AO1
	makes it easy for the organ towards achievement of th time frame by holding regu	ılar reviews	2	
	One mark for correct ident mark for explanation of ea			
		Total	9 marks	

Question number		Possible A	Answer	Marks	Assessment Objective
<b>2.</b> (a)	segments	travel and touri to more custor the tailoring of hers with similar the marketing of to the product promotional ma on outlets frequences ease sales	products and services to reds and expectations communications to be 's customers aterials and methods to ently by the target	2	ÃO1
(b)	Accept any su		Justify why it would benefit the named target market  Safe excitement for children appropriate to their ages so parents need not worry  Provides an unusual venue for business meetings; could also be used for celebratory occasions in unusual surroundings  Providing leaflets or audio guides can allow visitors to choose their own pace of tour, visitors with special needs may be catered for through Braille information  Provides educational input as part of visit to a tourist attraction	8	AO1 (4) AO2 (4)
			Total	10 marks	

Question number	Possible Answer	Marks	Assessment Objective
3. (a)	It is important for travel and tourism organisations to conduct market research so that they can  • establish the needs and expectations of potential customers when deriving new products  • find out if their products and services are meeting customer needs  • find out if their customer service standards are meeting customers' expectations  • monitor sales and visitor numbers for comparison with previous time periods to identify trends  One mark for reason and one mark for explanation	2	ÃO1
(b) (i)	Qualitative market research is designed to assess customers views, opinions and attitude in relation to travel and tourism organisation's products or services	1	AO1
	Quantitative market research uses statistical analysis of numerical data to identify trends and patterns in all aspects of a travel and tourism organisation's business	1	AO1
(c)	<ul> <li>Explanation could refer to</li> <li>use of computerised tills to collect information on different items or ticket types sold</li> <li>collating sales and length of stay</li> <li>Website visits could be tallied</li> <li>Threshold counters for visitors to a non-paying attraction or visitor centre</li> <li>Touch screens used for questionnaires</li> <li>Online surveys administered and analysed</li> <li>GPS tracking of coaches to monitor fuel consumption</li> <li>Customer databases collated and analysed to count visitor numbers</li> <li>gather unsolicited customer comments</li> </ul> Levels marked	4	AO1 (2) AO2 (2)
	Level 1 Basic explanation of one or two uses of technology by travel and tourism organisations to gather data from market research	0-2	
	Level 2 Clear explanation of two or more uses of technology by travel and tourism organisations to gather data from market research	3-4	

(d)	Reference made to <b>one</b> named travel and tourism organisation	6	AO4
	Levels marked	0-3	
	Level 1 Basic assessment made of one or two uses of technology within generic travel and tourism organisations but little or no comment on how effective it is in the production of data through market research		
	Level 2 Clear assessment of the technology used by one named travel and tourism organisation with comment on its effectiveness in producing data through market research	4-6	
	Total	14 marks	

Question number	Possible Answer	Marks	Assessment Objective
<b>4.</b> (a)	Aims of promotion	2	A01
(b)	Accept direct marketing or mailshot or sales promotion	1	AO1
(c) (i)	Accept any two appropriate answers which could include  • people looking for a quiet location • people wanting to do different activities within the New Forest • people wanting to explore the local area • families • people wanting to relax	2	AO2
(c) (ii)	Personally addressed letter; contents designed to entice with offer of 20% saving on booking accommodation; location within the New Forest and its scenery stressed; range of activities available within the forest; relaxing spa treatments and therapies mentioned; swimming pool and gym; free entertainment including Curry and Quiz night and Rock 'n' Roll Bingo dependent on time of break; local attractions outside Sandy Walls suggesting there is plenty to do; 6 and 4 berth accommodation quoted suggesting families or groups are targeted; Simplicity of booking	6	AO4 (6)
	Levels marked  Level 1  Basic comments made on some of the contents of the letter but little or no assessments of effectiveness in securing repeat business	0-3	
	Level 2 Clear reference to contents of letter with continuous assessment of their effectiveness in securing repeat business by commenting on the effective the image created might have on bringing back memories of a previous stay	4-6	

	T	T -	
(d)	Elements of marketing mix used in Figure 2  Place New Forest location Close to Peppa Pig World at Paultons Park Close to Bond in Motion at the National Motor Museum in Beaulieu Moors Valley Country Park nearby Close to beaches at Bournemouth  Product  • Holiday village in the New Forest • Walking, cycling, picnics, horse-riding and fishing activities on offer • Laser gun combat, archery, kayaking, sailing and windsurfing for the adventurous guests • Rounders, football and table tennis tournaments for those with competitive or sporting interests • Indoor and outdoor swimming pools available, spa and sauna • Free children's early evening entertainments • Quality family entertainment in evenings - live music, speciality acts, quizzes, discos and Rock 'n' Roll Bingo • Restaurant outlets in the Woodside Inn or Pizza in the piazza • Range of accommodation available: • all centrally heated with TV and DVD, fully equipped kitchens, bed linen supplied, each with own BBQ and picnic area • Woodland Lodges some with en suite facilities and spa baths, dishwasher and iPod docking station • Pet friendly lodges • Caravan holiday homes • Ready Tents fully set up and equipped • Touring pitches for caravans or tents on landscape fields  Price Half price touring July 1 <sup>st</sup> - 18 <sup>th</sup> at £25 midweek and £30 weekend Prices include 2 adults and 2 children under 17 plus electricity, water and access to all facilities Lodge savings for 4 night bookings from 22 <sup>nd</sup> July Online savings for 10% for July and August bookings  Promotion 10% discount for online bookings Sandy Balls Newsletter giving information and stimulating pictures of site activities Website and phone booking facilities available	8	AO2 (3) AO4 (3)

Levels marked	0-3	
Level 1 Only some elements of the marketing mix identified. Little or no attempt at evaluation  Level 2 Most of the elements of the marketing mix explained in relation to the Sandy Walls Newsletter. Some attempt at evaluation of the use of the elements of the marketing mix	4-6	
	7-8	
Level 3 All of the elements of the marketing mix explained with detailed reference to the Sandy Walls Newsletter with clear attempt at evaluation of the use of the elements of the marketing mix		
Total	19 marks	

Question number	Possible Answer	Marks	Assessment Objective
<b>5.</b> (a)	Accept any two from	2	AO1
(b)	Low price might be set for a new product to temp customers to switch from a competitor - market penetration pricing High price might be set when introducing a new product aimed at an exclusive market or to recoup development costs of new product Cost plus pricing may be used to maintain sales when market has reached maturity as volume of people using product may generate sufficient profit for the organisation. Discount pricing and special offers may be used when a market is starting to decline in order to try to maintain business	6	AO1 (3) AO2 (3)
	Levels marked  Level 1  Basic brief discussion may cover one or two aspects of pricing policy with few or no examples of use by travel and tourism organisations	0-3	
	Level 2 Clear discussion of different pricing policies for products and services at different stages of the product life cycle with two or more examples form travel and tourism organisations	4-6	
(c) (i)	A brand image	2	AO1

Question number	Possible Answer	Marks	Assessment Objective
(c) (ii)	A brand image can be created through the name, the logo, the colours used, and reinforced through advertising and publicity. It allows the customer to	6	AO1 (2) AO4 (2)
	identify a particular brand and its characteristics and to repeat purchase products with the brand image hence creating brand loyalty and simplifying the task when promoting the product or service associated with the brand		
	Levels marked		
	Level 1 One or two basic points made about the creation of a brand image but little or no assessment of the importance of using a brand image in promotion. Answer is generic	0-3	
	Level 2 Two or more clear points made about the creation and use of a brand image to link to the quality of existing products and services with some assessment of the importance of its use in all promotional material for one named travel and tourism organisation	4-6	
	Total	16 marks	

Question number	Possible Answer	Marks	Assessment Objective
<b>6.</b> (a)	Named organisation must be given	6	AO2 (8)
	Strengths and threats described		
	Levels marked		
	Level 1 Brief description of one or to strengths and threats possibly weighted to one or the other. Generic answer	0-3	
	Level 2 Clear description of two or more of each of strengths and threats with balanced response between them for one named travel and tourism organisation	4-6	
	Maximum of level 1 if no named organisation given		
(b)	Political factors: actions of government leading to creation or reduction in demand such as changes of taxes or new legislation could stimulate growth. Government policy or investment in the development of areas as tourist destinations could lead to new opportunities for travel and tourism organisations to create new facilities or products in such areas leading to business growth.	6	AO1 (3) AO2 (3)
	Economic factors such as changes in taxes, fluctuations of fuel prices, improved exchange rates, lower inflation rates, emergence from recession with consequent increase in disposable income can lead to increased demand for travel and tourism products		
	Levels marked		
	Level 1 One or two political or economic factors identified and one or two limited suggestions made of either how these presented opportunities for the business operation of the named travel and tourism organisation or helped it to overcome threats facing its operation	0-3	
	Level 2 Identification of two or more of both political and economic factors with clear suggestions made of how these presented opportunities for the business operation of the named travel and tourism organisation. Suggestions also made as to how these political and economic factors would reduce the threats facing the business operation of the named travel and tourism organisation.	4-6	
	Total of paper	12 marks	
	Total of paper	80 marks	
	AO1	38 marks	
	AO2	27 marks	
	AO4	15 marks	

WJEC GCE Travel and Tourism Unit 3 1683/01 MS Summer 2016/CJ