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, 22 May 2012

1½ hours

For Examiner's use only		
Question	**Maximum Mark**	**Examiner Mark**
1	**9**	
2	**12**	
3	**16**	
4	**12**	
5	**18**	
6	**13**	
Total	**80**	

1683 010001

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.

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Examiner only

1. In order to focus on what it wants to achieve a travel and tourism organisation will set *marketing objectives* and develop *mission statements*.

(a) Complete the following table with suitable *SMART objectives* for the type of travel and tourism organisation listed.

Type of travel and tourism organisation	Appropriate *SMART objective*
Public sector	
Private sector	
Voluntary sector	

[3 marks]

(b) Explain why travel and tourism organisations should express their *marketing objectives* using *SMART* criteria.

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[4 marks]

Examiner only

(c) Suggest how a travel and tourism organisation would use a *mission statement*.

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[2 marks]

Total 9 marks

1683 010003

Examiner only

2. Travel and tourism organisations such as accommodation providers often achieve success through targeting their products and services at different *market segments*.

(a) Complete the following table with an example of products or services offered by accommodation providers that are suitable for each of the *market segments* listed, with an explanation for its suitability.

Market segment	**Suitable product or service**	**Reason for suitability for named *target market***
Family with pre school children		
Business woman		
Couple		
School group		

[8 marks]

Examiner only

(b) Outline how **one** named travel and tourism organisation you have studied has used *market segmentation* to increase its business.

Name of organisation .....

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[4 marks]

Total 12 marks

1683 010005

Examiner only

3. Gathering *market research* is essential to a travel and tourism organisation if it is to be able to provide the right products for its *target market*.

(a) Explain the difference between *quantitative* and *qualitative* research.

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[2 marks]

(b) (i) Describe the main methods used by **one** named travel and tourism organisation you have studied to gather *market research*.

Name of organisation .....

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[6 marks]

Examiner only

(ii) Explain how the results of the *market research* were used or could be used to inform the organisation's *marketing strategy*.

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[4 marks]

(c) Suggest how a visitor attraction might use *computer based technology* to assist in gathering data through *primary research*.

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[4 marks]

Total 16 marks

1683 010007

Examiner only

4. The needs and expectations of travel and tourism customers are constantly changing. Consequently travel and tourism organisations regularly 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, describe the *opportunities* facing the organisation.

Name of organisation .....

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[6 marks]

Examiner only

(b) For the same organisation you have used in *(a)* explain **two** of the factors of the *PEST analysis*.

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[6 marks]

Total 12 marks

Examiner only

5. In order to bring their products and services to the attention of the public, travel and tourism organisations use a variety of *promotion methods*.

(a) Outline **two** different types of *sales promotion* which could be used by a travel and tourism organisation.

(1) .....

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(2) .....

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[4 marks]

Study **Fig. 1** in the resource material which shows three newspaper advertisements for travel and tourism products.

(b) (i) Suggest **two** responses that the travel and tourism organisations hope will result from placing these advertisements.

(1) .....

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(2) .....

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[2 marks]

(ii) Identify the specific incentive used in advertisement A for Butlin's.

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[1 mark]

(iii) What is the *USP* of advertisement B for Warner Leisure hotels?

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[1 mark]

Examiner only

(iv) Evaluate the effectiveness of the image chosen by PGL in advertisement C in attracting the attention of the *target market*.

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[4 marks]

Examiner only

Promotional materials often relate to different *pricing strategies.* Travel and tourism organisations often use different *pricing strategies* when selling their products and services.

(c) For **one** named travel and tourism organisation you have studied, describe and evaluate the *pricing strategy* that they use to attract customers.

Name of organisation .....

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[6 marks]

Total 18 marks

Examiner only

6. In order to raise awareness of their products and services, travel and tourism organisations use different types of *marketing communications* as part of the *marketing mix*.

(a) Suggest **three** factors that the managers of travel and tourism organisations should consider when selecting the type of *marketing communication* to use.

(1) .....

(2) .....

(3) .....

[3 marks]

(b) What is meant by the term *direct marketing*?

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[2 marks]

Study **Fig. 2** in the resource material which is a leaflet advertising the Slimbridge Wetland Centre in Gloucestershire. The leaflet is distributed in motorway service stations and tourist information centres within forty miles radius of the attraction.

(c) **Evaluate** the use of the four Ps of the *marketing mix* in the production of this leaflet.

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Examiner only

[8 marks]

Total 13 marks

Examiner only

Continuation page.

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RESOURCE MATERIAL FOR USE WITH QUESTIONS 5 AND 6

Fig. 1– Resource Material for use with Question 5.

Advertisements from a national newspaper

A

B

C

Fig. 2 – Resource Material for use with Question 6.