

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Advanced

Unit 10: Promotion and Sales in Travel and Tourism

Thursday 26 January 2012 – Morning
Time: 1 hour 30 minutes

Paper Reference

6996/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 3(b) and 6(b). These questions are indicated with an **asterisk** (*) – *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL the questions. Write your answers in the spaces provided.

1 This question is about the sales process. There are a number of stages involved in the sales process.

Three of the stages are:

- outline features and benefits
- closing a sale
- after-sales service.

(a) Describe these three stages.

(i) Outline features and benefits

(2)

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(ii) Closing a sale

(2)

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(iii) After-sales service

(2)

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Use the following information to answer Question 1(b).

'Getaway' is a fictitious organisation.

Agnes Albouzpour owns a travel agency in north London called 'Getaway'. She offers a wide range of products and services and is always working hard to build up her customer base.

She has chosen to run two promotional campaigns from January to March:

- A window display plus leaflets promoting an airline flying between Luton and Poland. Information will be provided both in English and Polish.
- An advert placed in a glossy magazine provided free to all households in the area, plus a local radio interview. These will promote a new tour company running winter weekend trips to several ski resorts in France. The trips depart at 19:00 on Fridays and return very early the following Monday morning so that customers can be back at work by 10:00.

(b) Identify **one** market segment that would be attracted by each of these promotional campaigns.

The market segments identified must be different.

(i) Window display and leaflets promoting an airline flying between Luton and Poland.

Identify market segment

(1)

Explain why you believe the techniques/materials used would attract the market segment you have identified.

(2)



(ii) Advert and local radio interview about weekend ski trips.

Identify market segment

(1)

Explain why you believe the techniques/materials used would attract the market segment you have identified.

(2)

Read the following information before answering Question 1(c).

Proposed 'Troubles Museum'

For many years from the 1960s Northern Ireland experienced civil unrest with violence and bombings causing many deaths and injuries. This time has been referred to as the 'Troubles'.

The possibility of creating a 'Troubles Museum' in Northern Ireland is currently being investigated.

The proposed site for the museum would be the former top-security Maze prison. Key prison buildings, including those linked to the Irish Republican Army (IRA) hunger strike of 1981, would be kept so visitors could see where it all happened. Photos, newspapers and other artefacts from the 'Troubles' would also be displayed.

It has been suggested the 'Troubles Museum' would be similar to Los Angeles' 'Museum of Tolerance' which attempts to draw positive lessons from the history of racial and religious conflicts.

(Source: adapted from © Troubles Museum, Belfast telegraph)



(c) Explain **one** secondary market research method that could be used to gain information about the types of customers likely to visit the 'Troubles Museum'.

(4)

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(d) Explain the disadvantages of undertaking primary market research when an attraction is in the planning stage.

(4)

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(Total for Question 1 = 20 marks)



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2 (a) Define the following terms:

(i) 'Communication channels'

(2)

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(ii) 'Promotional materials'

(2)

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Read the following information before answering Question 2(b).

Claydon House

Claydon House is a country house in Aylesbury Vale, Buckinghamshire, that is owned by the National Trust.

In the 1750s Sir Ralph Verney set out to build a country house of extraordinary grandeur that would dazzle his wealthy neighbours and outdo his political rivals. Today the interiors that remain are amongst the most extravagant created at the time. Claydon House has been continually occupied by the Verney family for hundreds of years. Claydon House reflects the family's fluctuating fortunes, from their close involvement in the English Civil War to the family connection with Florence Nightingale.

Visitors today can:

- view the extravagant interiors
- explore the rooms used by Florence Nightingale and visit the garden set up in 2010 to mark the centenary of her death
- wander through the picturesque parkland and lakes in the grounds
- enjoy delicious meals and snacks in the Carriage House Restaurant and Courtyard Tea Room and visit a variety of art and craft workshops – Lucinda Brown's Gallery, Courtyard Art Gallery, Metalworker and Chocolatier.



Claydon House is open from 1st March to 31st October from 12:00–17:00 every day except Thursday and Friday when it is closed.

Claydon House is one and a half hours from London. Oxford is 15 miles away and it is 12 miles from the M40, Junction 9. The nearest railway station is at Aylesbury, 13 miles away. It is not on a bus route.

Admission prices: adult £7, child £3.40, family of two adults and two children £17.50

Claydon House is advertised on the main National Trust website. Several times a year an advert is placed in the local paper to advertise specific events such as a sculpture exhibition.

Claydon House is also establishing itself as a wedding venue. Civil services can be held in either the Saloon Room or the North Hall at a cost of £2000 for up to 120 guests. Weddings can be held when the House is closed to the public.

(Source: adapted from © National Trust)

(Image © NTPL / Andrew Butler)



Claydon House has two main objectives for the year:

- to attract incoming tourists
- to increase the number of weddings that are held in the house and grounds.

(b) Explain how the 4 Ps listed below may work for or against Claydon House as it tries to achieve these objectives.

(i) Product

(3)

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(ii) Price

(3)

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(iii) Place

(3)

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(iv) Promotion

(3)

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(Total for Question 2 = 16 marks)

3 (a) Describe each of the following promotional techniques.

(i) Displays

(2)

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(ii) Personal selling

(2)

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(iii) Sponsorship

(2)

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Read the whole of Question 4 before answering parts (a) and (b).

The Duchess Hotel is a fictitious organisation

The Duchess Hotel

The Duchess Hotel in Durham is opening on 1st June 2012. It has 50 bedrooms, two large reception rooms and several smaller rooms that could be used for meetings. In addition it has a dining room that can hold 100 people plus a reasonable sized garden that could accommodate a marquee.

It is situated in the centre of Durham close to the shops, university buildings and the river. It is hoping to attract a number of different customer types:

- university students and their families
- business customers for conferences and meetings
- domestic and incoming leisure customers on weekend breaks.

4 The owners are planning a promotional campaign for the hotel opening. They have requested your services as a marketing consultant to help them plan this.

The campaign will run from May to July.

The budget for the promotional campaign is £50,000

(a) Using the following information suggest a promotional campaign with timescales and costs.

(6)

National newspaper adverts

½ page £10,000
¼ page £5,000

Local newspaper adverts

½ page £1,000

Durham University student magazine advert published each term

½ page £100

Sales promotion

25% off the cost of a room during June. Rooms cost £200 per night

Public relations

Free 'Experience the Duchess Hotel Day' including a tour plus 5 course dinner for journalists

Cost to the hotel, £2,000 per day

Suggested promotional campaign

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Read the following information before answering Question 5.

In March and April 2010 a volcano in Iceland erupted causing a large ash cloud to be sent up into the atmosphere. The wind direction meant this massive cloud settled over the airspace of Northern Europe. As a result, all aircraft were grounded due to a fear that they might crash if ash got into their engines.

Airspace across the UK was closed for up to seven days meaning many thousands of holidaymakers were stranded abroad unable to return home. The amount of help provided to customers by airlines and tour operators varied.

After the ban on air flights was lifted and air travel arrangements were returning to normal, the major tour operator TUI/Thomson placed the following advertisement in several national newspapers.

Advertisement from the Daily Mail on 23rd April 2010

rescue package

When you book a package holiday with us, we'll never leave you high and dry. Quite the opposite in fact, you'll always be well cared for. It's what we do, and what makes us different.

Unlike other airlines and holiday companies, when 70,000 of our holidaymakers were unable to fly back home, we:

- Booked over 100,000 hotel nights
- Fed and watered everyone
- Sent over 200 head office staff to help
- Arranged 235 flights to bring people home
- Redirected 3 cruise ships to help bring back 4,000 passengers

A BIG THANK YOU again to all our customers for your patience and understanding, and to our staff for all their hard work over the last week.



Thomson and First Choice are part of TUI Travel PLC, Europe's largest leisure travel company.



(Source: © TUI UK Limited)



(b) Two specific customer types that TUI/Thomson attract are:

- families with young children
- couples mainly in their 50s, still working, whose children have left home.

For each customer type suggest a promotional technique/material, other than a newspaper advertisement, that the tour operator could use to reach and attract more of each of these customer types. Justify your suggestions.

(10)

Suggestion 1

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Justification 1

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Suggestion 2

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Justification 2

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(Total for Question 5 = 16 marks)

Question 6 starts on the next page.



6 (a) Describe **one** promotional campaign undertaken by a travel and tourism organisation you have studied. You should include:

- promotional techniques used during the campaign
- promotional materials used during the campaign
- where and when the promotional materials were used during the campaign.

Chosen promotional campaign

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Promotional techniques used

(2)

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Promotional materials used

(2)

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Where and when the promotional materials were used

(2)

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* (b) Assess the effectiveness of the promotional campaign you have described in 6(a).

(6)

Area for writing the answer to question 6(b), consisting of multiple horizontal dotted lines.

(Total for Question 6 = 12 marks)

TOTAL FOR PAPER = 90 MARKS



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