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Travel and Tourism

Advanced

**Unit 10: Promotion and Sales in Travel
and Tourism**

Wednesday 20 June 2018 – 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.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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

1 There are many stages involved in the sales process.

Three of the stages are:

- determine customer needs and expectations
- outline features and benefits
- after-sales service.

(a) Describe each of these **three** stages.

(i) Determine customer needs and expectations

(2)

(ii) Outline features and benefits

(2)

(iii) After-sales service

(2)



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Another stage in the sales process is overcoming objections.

- (b) Explain why a person skilled in overcoming objections can influence buyer behaviour.

(2)



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

Abdul works on the reception desk of a busy city centre hotel. He checks in two very different types of customer in quick succession.

The first is a family coming to the city for a leisure break. The family consists of a father, grandfather and two children aged six and eight. The six year old is very excited and noisy, making it difficult for the father to talk clearly to Abdul.

The next customer is a businesswoman who has booked for an overnight stay before attending a conference in the city the next day. She arrives at the desk, talking on her mobile phone, and hands Abdul her reservation confirmation.

- (c) (i) Identify **one** skill or quality that Abdul could use when dealing with the family.

(1)

- (ii) Explain why Abdul could use this skill or quality to provide good service to the family.

(2)



(iii) Identify a different skill or quality, other than the one used in (c)(i), that Abdul will need to use with the businesswoman.

(1)

(iv) Explain why Abdul will need to use this skill or quality to provide good service to the businesswoman.

(2)

(Total for Question 1 = 14 marks)

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

EME is a fictitious company.

EME Trains

Kate works in the marketing department of EME, a train company. EME operates trains between Sheffield and London St. Pancras with stopping points including Newark, Nottingham, Bedford and Luton. On weekdays the trains are always full during the peak hours of 07.00-09.30 and 16.30-19.00. However, outside of these hours the trains run below capacity.

Kate has suggested that EME runs a promotional campaign from June to December to include the following materials.

- A leaflet handed out at stations at peak travel times offering free upgrades to first class travel for customers travelling out on Fridays and returning on Mondays between 11.00 and 15.00.
- Posters at all the stations EME trains call at that advertise the easy routes to Luton Airport and St. Pancras/Eurostar from the EME rail routes.



2 EME is aiming to attract the following two customer types:

- retired couples
- business people.

(a) Assess how well the proposed campaign might attract these two customer types.

(8)



- (b) Explain how promoting a luxury brand or product in the travel and tourism industry affects the design and placement of promotional materials. Use examples to support your answer.

(6)

(Total for Question 2 = 14 marks)



Read the following information before answering Question 3(a).

The Eden Project

The Eden Project, near St Austell, Cornwall, was built in a disused clay pit.

It consists of two giant biomes (greenhouses):

- The Rainforest Biome
- The Mediterranean Biome.

There is a microbiome exhibition about the invisible ecosystem within the human body.



In addition there are:

- outdoor gardens
- play areas, trails and free worksheets for children
- England's longest zip wire
- a variety of cafes and restaurants offering a range of fresh, healthy food that is ethically sourced
- regular music and arts events
- cultural events to engage people with issues such as climate change.

The Eden Project is open most of the year.

Tickets bought at the entrance cost £27.50 per adult and £14.00 for each child aged 5-16 years. However, if tickets are bought online there is a 10% discount.

If you cycle, walk or take public transport to the Eden Project you receive a 'green discount' whereby each adult pays £21 and children aged 5-16 years pay £10 each.

The Eden Project is signposted from the A30 from Exeter and the A390 from Plymouth. There are no motorways nearby.

It is situated three miles from St Austell railway station, which is on the mainline from London Paddington. Buses are available from the station to the Eden Project and there are cycle routes nearby.

The nearest airport is at Newquay, 15 miles away, which is served by flights from London, Manchester, Edinburgh, Belfast and Dusseldorf in Germany. Taxis and car hire are available at Newquay Airport to travel to the Eden Project.

There are also ferries from Roscoff in France to Plymouth. The distance from Plymouth to the Eden Project is 36 miles.





The Eden Project is world renowned for its 'green' principles. It advertises through its English language website. The Eden Project has won awards such as 'Best Business Support for Going Green' and 'Best Accessibility for Wheelchairs and Pushchairs'. In addition to using its website to advertise specific events, the Eden Project also uses local newspapers and its own newsletter which is sent to annual ticket holders.

(Source: The Hot, Dry Biome: Eden Project © Pam Brophy http://s0.geograph.org.uk/photos/21/94/219410_72027919.jpg. With thanks to the Eden Project.)



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Two of the key factors of the business environment that can affect promotional activities are:

- profitability
- environmental.

*(b) Analyse how these factors affect the promotional activities of travel and tourism organisations. You should refer to examples you have researched in your answer.

(8)

(Total for Question 3 = 20 marks)



4 (a) Describe **one** example used by travel and tourism organisations for each of the following promotional techniques:

(i) Sponsorship

(2)

(ii) Direct marketing

(2)

(iii) Public relations (PR)

(2)

(b) Define the sales and promotion term 'media'.

(2)



(c) Explain the similarities and differences between the following sales and promotion terms.

- incentives
- point of sale.

(4)



Read the following information before answering Question 4(d).

Go To Airlines is a fictitious organisation.

Go To Airlines

Go To Airlines (GTA) is a low cost airline operating from London Gatwick and London Luton to airports in France and Spain, including Nice, Marseilles, Barcelona and Malaga. Currently 80% of its passengers are travelling for leisure or to visit friends and relations. GTA wishes to increase the number of business passengers using its services and wants to find out what potential business travellers there are on these routes and whether using Go To Airlines would appeal to them.

(d) Suggest **one** primary market research method and **one** secondary market research method that Go To Airlines could use to find out the information it requires. Justify your suggestions.

(i) Primary market research method

(1)

Justification

(3)



(ii) Secondary market research method

(1)

Justification

(3)

(Total for Question 4 = 20 marks)

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Read the following information before answering Question 5.

BC2L is a fictitious organisation.

BC2L is a low cost coach company operating services between:

- Birmingham and London
- Cardiff and London.

The company offers a 'no frills' service and charges £15 per single journey.

It has been operating for three months and now wishes to organise a promotional campaign.

BC2L aims to attract more students to use its services through this promotional campaign.

The budget for the campaign is £10,000 and it will run from July to December.

The campaign being suggested consists of:

- Regional newspaper adverts in Birmingham and Cardiff:
Cost of $\frac{1}{2}$ page advert: £2000
Cost of $\frac{1}{4}$ page advert: £1000
- Offering £1 tickets per single journey for the first 100 passengers making a booking in August.
- Sponsorship of Halloween Balls in Birmingham and Cardiff universities. Cost £2000 per sponsorship.



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6 Travel and tourism organisations try to attract different types of customer.

Two types are:

- regional customers
- national customers.

(a) Describe a promotional campaign, undertaken by a travel and tourism organisation you have studied, that attracted **one** of these types of customer.

(6)

Indicate your chosen customer type by putting a cross in the box ☒.

☐ **Regional**

☐ **National**

Chosen promotional campaign

Description of promotional campaign



Travel and tourism organisations often try to attract international customers to use their services.

- (b) Explain the difficulties travel and tourism organisations can face when devising promotional campaigns to attract international customers.

(8)

(Total for Question 6 = 14 marks)

TOTAL FOR PAPER = 90 MARKS



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