

Mark Scheme (Results)

June 2012

GCE Travel and Tourism (6996)
Unit 10: Promotion and Sales in
Travel and Tourism

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Question Number	Answer	Mark
1 (a) (i)	<p><i>Up to 2 marks available for description. Max 1 mark for example.</i></p> <p>E.g</p> <ul style="list-style-type: none"> • Approaches the customer to make conversation(1) • The seller needs to put the customer at ease by smiling and offering them a seat (1) perhaps by shaking their hand or getting them tea(1). 	(2)

Question Number	Answer	Mark
1 (a) (ii)	<p><i>Up to 2 marks available for description. Max 1 mark for example.</i></p> <p>E.g.</p> <ul style="list-style-type: none"> • Asks the customer what they need (1) • The seller asks the customer open questions(1) such as what they want, how much they want to pay(1) 	(2)

Question Number	Answer	Mark
1 (a) (iii)	<p><i>Up to 2 marks available for description. Max 1 mark for example.</i></p> <p>E.g</p> <ul style="list-style-type: none"> • to explain benefits(1) • the seller must know the product so that if the customer is not sure about anything and raises possible problems with the product(1) the seller can minimise these in terms of meeting the customer's needs(1) 	(2)

Question Number	Answer	Mark
1 (b) (i)	<p><i>One mark available for relevant market segment. Up to 2 marks available for explanation</i></p> <p>E.g</p> <ul style="list-style-type: none"> • Geography (1) • Because the letters are being sent to local places who will see the farm is nearby(1) and then as easy to get to they are more likely to go(1) • Young children (1) • Because the letter is going to organisations which have small children(1) 	(3)

Question Number	Answer	Mark
1 (b) (ii)	<p><i>One mark available for relevant market segment. Up to 2 marks available for explanation</i></p> <p>E.g</p> <ul style="list-style-type: none"> • Lifestyle (1) • Because the advert is going into a magazine appealing to people already interested in the country(1) so then they are more likely to spot something they may be interested in visiting (1) • People who live in the country (1) • They are more likely to be interested in animals as they live in the country(1) and they know the magazine and advert is about things they are interested in (1) 	(3)

Question Number	Answer	Mark
1 (c)	<p><i>Up to 2 marks available for each explanation</i></p> <p>Eg</p> <p>Advantage</p> <ul style="list-style-type: none"> • Primary research is often carried out by the company specifically for their needs(1) and tends to be up to date and relevant because of this(1). • You can go to the place/people you want to find out about (1) and get answers really relevant to that place(1) <p>Disadvantage</p> <ul style="list-style-type: none"> • Primary research can be expensive to undertake(1) as it can involve going out conducting research by interviewing customers which is timely and expensive(1). • People may not want to spend their time answering questions (1) which makes it difficult to get good research(1) 	(4)

Question Number	Answer	Mark
2	<p><i>Up to 12 marks available. 3 for each P relating to the objectives. Max 1 mark per P for description with no explanation. Max 4 marks in total for 2 (a) if not referring to the objectives. Answers should refer to what is there not what they would like to see.</i></p> <p>E.g</p> <p>Product</p> <ul style="list-style-type: none"> • There are plenty of different products to appeal to different people(1) • There is nothing specifically for incoming tourists(1). It is a spa which may appeal to tourists from Europe but there is nothing different from other spas(1). There are products specifically for men which should help them attract this gender to de-stress (1) <p>Price</p> <ul style="list-style-type: none"> • There are special offers (1) • There are special packages on overnight stays (1) which would appeal to incoming tourists coming for a weekend or longer (1) • The pound is weak against many overseas currencies which may make the spa appealing to incoming tourists(1) There are special day rates too which might appeal to men(1) who may not want to stay overnight in a female dominated environment (1) <p>Place</p> <ul style="list-style-type: none"> • Place may be a problem because it is so far from London(1) • It is in the country which could appeal because it is relaxing(1) but is close to motorways which is good for all visitors(1) • The nearby airport is good for incoming tourist(1) especially if they are coming for a weekend(1) as they will not spend ages getting there as air travel is quick(1) <p>Promotion</p> <ul style="list-style-type: none"> • The direct mail shots to businesses is good as more men are likely to see them (1) • The video on the website is good for incoming tourists (1) because if they do not speak much English(1) they can see what is available in pictures(1) • The sales promotion special offers are good for both types of customers(1) because people like to think they are getting a bargain(1) and are therefore more likely to be interested in coming(1) 	(12)

Question Number	Answer	Mark
3 (a) (i)	<p><i>Up to 2 marks available for each technique. 1 mark for giving a correct promotional technique. 1 mark for applied description of how it is used. No marks for description of promotional material.</i></p> <p>e.g</p> <ul style="list-style-type: none"> • Advertising (1) which has been used in producing the brochure(1) • Sales Promotion(1) which has been used by giving up to 65% in discount(1) • Direct Marketing(1) which has been used by sending the material through the post to potential customers (1) 	(4)

Question Number	Answer	Mark
3 (a) (ii)	<p><i>Up to 4 marks available for explanation of how techniques will be effective at reaching the target market of couples on a romantic stay. Award for explanation if promotional material used instead of technique. No marks for description/explanation of content without reference to promotional technique and/or material.</i></p> <p>e.g</p> <ul style="list-style-type: none"> • Sales Promotion is a good technique for couples (1) • Because couples (1) may not feel they can afford a weekend away sales promotion and discounts is a good idea(1) because they are tempted by feeling it is a bargain(1) • Direct marketing is a good technique to use with couples (1) so long as the database used sends it to the correct target market(1) because then they can look at it and know it is aimed at them(1) and they may talk together and decide to go(1) 	(4)

Question Number		Indicative content
3 (b) QWC		<p><i>Up to 8 marks available for analysis.</i></p> <p>Likely themes in responses:</p> <ul style="list-style-type: none"> • Technological factors mean people are used to having electronic information to hand, which means travel and tourism organisations are very keen to develop apps they control so they can be used as an e type brochure. For example they can look at National Trust opening times and product information through the National Trust app so is convenient when staying away • Social networking sites mean customers can write reviews on what they think of hotels, attractions etc which can be both a good and a bad thing. People more likely to trust information provided by another customer rather than the organisation which they think is biased. Marketing departments of organisations now monitor these sites to see what is being said about their organisation and they may use good references in their leaflets etc • All sorts of organisations now have apps or twitter accounts or appear on trip Advisor etc so if they don't appear on these types of promotion they are at a disadvantage
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Basic responses that are mainly descriptive/theoretical. Possible limited reasoning/application. Limited reference to promotional activities. The candidate uses everyday language and the responses lack clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy
2	4-6	Responses with some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. Some reference to promotional activities. The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
3	7-8	Focused responses with sustained analysis and application. Consistent reference to promotional activities. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
4 (a)	<p><i>Up to 4 marks available for suggestions for each type of tourist.</i></p> <p><i>Up to 2 marks available realistic budget proposals.</i></p> <p>e.g.</p> <p>British Market</p> <p>4 ¼ page adverts national press £40,000(1)</p> <p>25% off cost of room 200 rooms is £10,000 (1)</p> <p>Direct mailing to all on database £25,000(1)</p> <p>5 journalists £10,000(1)</p> <p>Total £95,000 (1)</p> <p>Direct mailing to all on database £25,000(1) to take place in July(1)</p> <p>5 journalists £10000(1) to be brought to hotel in September(1)</p> <p>Australian market</p> <p>5 ¼ page national newspaper £50,000(1)</p> <p>12 local adverts £24,000(1)</p> <p>25% off cost of room 500 rooms £25,000(1) (1)</p> <p>20 journalists £4000(1)</p> <p>Total £103,000</p> <p>£198,000(1)</p> <p>12 local adverts £24k to be run over a 12 wk period from Aug(1)</p> <p>25% off cost of room (1) to be offered early January (1)</p>	(10)

Question Number	Answer	Mark
4 (b)	<p><i>Up to 6 marks available for explanation. Max 3 marks if not referring to the customer types the hotel wishes to attract.</i></p> <p>E.g.</p> <ul style="list-style-type: none"> • The adverts need to be in national papers to get the greatest coverage of readers(1) • The Direct Marketing campaign will reach British people with ties in Australia(1) and therefore they are more likely to visit(1) • If the Australian dollar is so strong British visitor will be put off (1) so using two different types of sales promotion discounts (1) should make them think they are getting value for money (1) • The 5 national newspaper ads should got through to people across Australia(1) which is good and the 12 local ads can be placed specifically in local papers in areas the Billabong Hotel thinks holiday makers will come from(1) so they may be more effective (1) Again people in Britain have been deterred by the flooding and sales promotion discounts (1) may encourage them to think they are getting a bargain (1) and may make them more likely to travel (1) 	(6)

Question Number	Answer	Mark
5 (a)	<p><i>Up to 6 marks available for evaluation. Max 2 marks for descriptive answers.</i></p> <p>e.g</p> <ul style="list-style-type: none"> • It depends which part of the travel industry you come from (1) • If you are a member of the London 2012 Partners then this document is a good thing(1) because it means you have exclusive rights (1) to be able to use Olympic advertising in your advert (1) which not many organisations can (1) • The document does mean a lot of travel organisations face real restrictions in their promotional message(1) • Many organisations thought the Olympic Games would gain them good publicity(1) but now this document tells them they can't advertise using the Games(1) which they may find a problem as they may not benefit as much(1) • It is good for all travel organisations as the London 2012 Partners can advertise the Games which is good for them(1) as they have exclusivity(1) but also all organisations can advertise about the whole summer(1) which may draw more customers to come before the Games(1) and broaden the appeal of the country as it prepares (1) 	(6)

Question Number	Answer	Mark
5 (b)	<p><i>Up to 2 marks available for each suggestion. Up to 3 marks available for each justification. Suggestions and justifications must be different otherwise they will only be accredited once.</i></p> <p>e.g</p> <p>Incoming Tourists</p> <p>Suggestion: Derek could put together a small brochure (1) including the B&B and taxi prices to venues(1)</p> <p>Justification: the brochure could be written in different languages(1) so people in other countries can understand(1) and the being able to book the taxi transfer too would be convenient for them(1)</p> <p>Suggestion: Develop a website (1) with lots of pictures(1)</p> <p>Justification: The fact that the website could be developed with lots of pictures would get around the language difficulties(1) and people would be attracted by what they saw(1)</p> <p>Domestic Tourists</p> <p>Suggestion: Derek could put an advert in newspapers(1) especially emphasising the transfer arrangement by taxi(1)</p> <p>Justification: The paper advert would be seen by lots of different people(1) and the inclusion of taxi transfer would be convenient for them(1) and make them book this B&B for ease (1)</p> <p>Suggestion: Derek could use a Direct mailing shot(1) to his past customers who live in this country(1)</p> <p>Justification: Because they have been to the B&B before(1) they are more likely to come back if they enjoyed it(1)</p>	(10)

Question Number	Answer	Mark
6 (a)	<p><i>Up to 6 marks available for description of campaign. Max 2 marks if not a campaign. Marks increase with detail and use of promotional terminology. E.g.</i></p> <p>Center Parcs campaign for the summer season.</p> <ul style="list-style-type: none"> • They used two promotional techniques - advertising(1) and sales promotion(1) • They had a TV advert(1) featuring a family experiencing the different facilities offered(1) and they had a 'money off discount'(1) for all families with one or more children under 10 year(1) shown on their website. <p>Alton Tower Launch for new season</p> <ul style="list-style-type: none"> • The main technique they used was advertising (1) and they used a variety of materials from advertising. They also used Direct Marketing (1) • Alton Towers has a leaflet about the start of the new season(1) plus a TV advert giving details of dates (1) The advert was shown on regional television in areas close to Alton Towers(1). The leaflet was sent out to past customers (1). <p>Thomas Cook late bookings campaign.</p> <ul style="list-style-type: none"> • They used advertising (1) and sales promotion(1). They put cards in the windows of their agencies (1) Show up to date late availability holidays (1) They put adverts in papers (1) showing up to 25% off late booked holidays (1). 	(6)

Question Number		Indicative content
6 (b) QWC		<p>Likely themes in responses:</p> <ul style="list-style-type: none"> - How the different techniques and materials used would appeal to the customer type - Promotional material placement - The cost of the promotional techniques they used e.g TV advertising expensive whereas direct marketing cheaper - Increased/decreased customer numbers due to the campaign and/or increased/decreased monies made
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application.</p> <p>The candidate uses everyday language and the responses lack clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy</p>
2	4-6	<p>Responses with some assessment /application. Responses may have clear application and some assessment or some application and clear assessment.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Focused responses with sustained assessment and application.</p> <p>The candidate uses specialist terms consistently and the responses show good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

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