

Examiners' Report/  
Principal Examiner Feedback

Summer 2015

Pearson Edexcel GCE  
in Travel and Tourism (6996)  
Paper 01 Promotions and Sales in  
Travel and Tourism

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## **General Comments**

The paper followed the format of a question and answer booklet. Students were required to respond in the spaces provided. There were 5 questions and 90 marks were available.

The questions only related to the travel and tourism industry. All questions linked to the information under 'what you need to learn' in the qualification specification.

The questions were linked to the assessment objectives. Students therefore needed to demonstrate knowledge and understanding and skills in vocationally related contexts. Students need to apply knowledge and understanding of the specified content and of related skills in vocationally-related contexts. Students need to use appropriate research techniques to obtain information to assess vocationally related issues and problems. Finally students were required to evaluate information to make reasoned judgements, draw conclusions and make recommendations about vocationally related issues and problems.

Most students attempted all questions and consequently they picked up marks across the paper.

## **Question 1**

### **Q1(a) and (b)**

This question was a variation on the question asked in previous series about the stages involved in the sales process. In previous versions of this question the generic understanding of the stage was tested. This series a scenario was provided and students had to apply the correct stage in the sales process to the scenario. This did differentiate between students; many struggled with this application or failed to remember the correct terminology for the stage. Students who gained the full marks available:

'Determine the customer's needs and expectations.

In stage 2 the seller should try and find out what the buyer is looking for by asking open questions such as how much are you willing to spend, where do you want to go?'

'Outlining features and benefits.

Outlining the features and benefits include explaining to the customer the products of the weekend break that meet the needs of the customer established in stage 2. This could be by explaining the hotel has a spa if they require relaxation.'

Q1(b) was not as well answered as Q1(a) mainly because students did not refer back to explaining the benefits to meet the actual customer requirements.

### **Q1(c)(i), (c)(ii), (d)(i) and (d)(ii)**

These questions asked students to identify appropriate skills someone on a hotel reception desk would need to demonstrate in particular situations. This question was generally well answered with the majority of students scoring 2-3 marks for each one.

One example answer:

c(i) 'Good communication skills

c(ii) Iwailo will need to have great communication skills to listen to the mother's wants and needs especially because her over excited and noisy son is a distraction. Iwailo would need to listen carefully to provide a good service.'

### **Question 2**

#### **Q2(ai)**

This question was testing AO1 - knowledge. Some students thought marketing communications was referring to market research. However many more were able to gain 1-2 marks here. The real emphasis here was this is the message part of the promotion.

One answer that scored two marks:

'Marketing communications is how a company reaches customers with their promotional message. How the customers find out about the products.'

#### **Q2(aii)**

With this question the emphasis was on the way the method is used to promote to customers. Too many students thought of this as journalism not as promotional terminology.

An example of a two mark answer:

'Media is the method used to get to the target audience, for example, through mail shots or email.'

#### **Q2(b)**

This was generally a high scoring question. Despite the fact that the question was structured as 'Discuss', most students still went through each of the 4Ps in turn and applied their discussions to the scenario provided. There were still students who tried to say what they would do rather than to look at what Chewton Glen is currently doing – as outlined in the scenario provided. Others merely described again what the scenario organization provided under each 'P' rather than discussing how each could work for or against the objective being achieved.

One answer that scored the full 12 marks available:

'The products that they have to offer are brilliant because they have something for all types of people. It is a 5\* hotel so would attract large events such as weddings because people want their big day to be remembered and want it to be perfect so having a hotel so posh would definitely attract weddings from across

the UK and Europe. It has been given 'Best Hotel service in the UK' this will appeal to people having weddings and conferences because business people want to have good services they do not want to be worrying about doing things themselves as they want to focus on their work. They offer a range of prices allowing people to choose the one that suits them so it targets a larger audience and can provide people with different types of rooms and views for all occasions. They have taken the peak seasons into account and offered midweek rate of £600 per night and this would attract business people. Having availability in the winter months means conferences can be held all year around.

They have many facilities to offer such as private dining rooms perfect for large weddings or private conferences. They have award winning cuisine for larger events but they also have a pool bar with lighter meals so in between meetings and conferences they have the opportunity to go and relax and have a bite to eat.

Promotion for this country hotel is fairly satisfactory because they have a website that people from all over the world can see, however, it says that it is only available in English so the people from Europe who do not speak English will miss out here and therefore will not be attracted. Rooms can be booked online and this can be easily done so would attract business people because they can book it quickly then don't have to worry about it, takes little time or effort.

People also have the choice to book through airline booking systems meaning it reaches people from all over Europe when they book their flights. For people who have been there before they send them personal mailshots and newsletters keeping them up to date so they don't have to go searching for the information. It is easily accessible to all. It has good motorway connections and is close to big cities and towns including Bournemouth a major conference venue itself. They have an airport very close within 8 miles which makes it very simple for European incoming tourists. There is a train station 5 minutes away also making it accessible from London. People have a great opportunity to get there as it is easily accessible with lots of facilities, good prices and is promoted well.'

## **Q2(c)**

This was a good differentiator question between students. Overall it was a low scoring question, however some higher scoring students gained 5-6 marks for this question. Students who scored low marks did not seem to understand that luxury brands are aspirational and can charge a premium. They will not normally be offering sales promotions as this will weaken their luxury brand image.

One answer that scored the full 6 marks:

'Organisations have to directly target the economic groups AB by positioning their promotional activities in places where people with high disposable incomes are likely to spend their leisure time, such as gyms and golf clubs. Also the design has to be high quality and sophisticated in order to attract the market segment for example Kuoni caters for the luxury market and features images of people having a good time with a glass of wine in expensive long haul locations such as the Caribbean. The design may feature expensive facilities and services which people with a high disposable income could afford. It should be positioned in higher class newspapers such as The Independent or the travel supplement of

the Sunday Times because they are likely to see it. It should not feature sales promotions because people with high disposable incomes are attracted by the high quality rather than discounts.'

## **Q2(d)**

This was a good differentiator between students. A number of students did not analyse legal and environmental in the context of promotional materials but rather in the context of products and services which meant they were not answering the question asked.

One high scoring answer that scored Level 3 marks can be seen below:  
'Legal factors such as legislation will affect promotional activities due to regulations such as Trades Description or Sales of Goods Act. This acts to stop companies disguising what they are selling. Ryanair advertised £1 flights with a hidden £39 tax charge which had to be amended because it went against promotional legislation.

Environmental factors will also affect the promotional activities by changing what materials are used as well as what information is displayed in the advert. As businesses aim to be seen as more environmentally friendly they have begun advertising the measures they go to to reduce emissions. British Airways have in the last two years released an advert that shows their engines and how they have been adapted to become more environmentally friendly. This pressure to become more environmentally friendly has seen businesses such as Disney Land and Butlins stop sending large brochures through doors and move to more internet based activities. The saving of paper through less posters, leaflets and brochures has been seen and they have been replaced by websites and e-brochures which are more environmentally friendly.'

## **Question 3**

### **Q3(a) (i) (ii)**

This question asked students to describe a sales promotion Peter Pan Land could use to judge the effectiveness of its newspaper advertising.

Most students were able to score marks for describing a sales promotion the park could use but far fewer linked this back to finding out how effective the newspaper advertisement was. However a sizeable number of students did describe sales promotions that could achieve this aim:

'They could put an advert in the paper that people could cut out and bring with them. On this advert there could be a discount for families e.g. with every adult the child can enter free.'

3(a)(ii) asked students to explain how the sales promotion described could determine the effectiveness of the advertisement.

Too many students did not fully read the question and instead explained why the sales promotion they had described would provide more visitors for the park. This did not answer the question asked and therefore no marks could be awarded.

However one response that did score the marks available:

'Because the theme park will see how many people are walking in with the ticket from the paper and they will be able to monitor this and they will then see how effective their advertisement is.'

### **Q3(b)**

Higher scoring students were able to fully apply their analysis of the suitability of different market research methods to the information that the owner of Peter Pan land wanted. However too many students just provided a theory based answer on the pros and cons of different market research methods generally. This reduced the number of marks that could be awarded. Application was key here.

One applied answer that scored level 2 marks:

'There are two types of research she can carry out: primary and secondary. Firstly primary research is first hand information that has not been used before. A method she can use is questionnaires where she can receive quantitative data results to analyse the results within the questionnaire. She may ask what kinds of rides customers might want or which food outlets they may like. She can distribute them to past customers and throughout the local area or post it on her website. Next she may want to observe the competition to identify what attracts visitors and how/what she needs to do to improve and regain her customers. Next secondary research (also known as desk research) is research that has already been conducted e.g. data statistics on the internet. She may use the internet to discover ways other theme parks are developing.'

### **Question 4**

#### **Q4(a)**

This is a question format that has appeared on several previous papers but it was disappointing to see how few students took the opportunity to gain easy marks here. The answers describing direct marketing were often vague with many students confusing target marketing and direct marketing. Sponsorship answers were sometimes confused with joint promotion/advertising answers.

One answer that did score maximum marks can be seen below:

Direct Marketing

'When a company contacts existing customers via their database and sends out emails, direct mail or phone calls which are relevant to their previous customers.'

Sponsorship

Manchester City football club to have their logo displayed on the footballers shirts. This means fans become more aware of the Thomson brand.'

#### **Q4(b)**

For the highest marks to be scored on this question students need to evaluate the advert itself, then where the advert was placed and whether it was the most appropriate way to target the market the RHS wanted to gain.

Lower scoring students tended to produce an AIDA style response on the advert content, therefore they only addressed one of the areas outlined above.

However one level 3 response:

“By sending the leaflet to National Trust members it is targeting the correct age/interest group as the National Trust members are interested in historic buildings and gardens. The leaflet was also featured in the National Trust magazine every 3 months so this will act as a constant reminder and could encourage people to buy a membership. However this may not be effective as the magazine goes to National Trust members who already have a membership and this could be expensive for people to buy on top of their existing membership. The leaflet clearly shows the discounted pricing used such as £38.25 instead of £51. This could encourage people to purchase as its become more affordable. This is also used ‘12 months for the price of 9’. This again should be appealing to the keen gardener target customer. The use of images also suggests the membership includes children and young adults which could encourage younger people to garden and buy the membership. There are clear contact details and a web link which makes the booking easy and clear and offers different methods and a clear end date of the offer ‘3<sup>rd</sup> September’.”

#### **Q4(c)(i)**

This should have been a straightforward question for students. They had to describe a promotional campaign that would attract business people and include timescales. However a large minority described one material they would use and many more made no reference to the timings of their campaign. These omissions meant marks were lost. Many students also started to explain why they were using the materials they were in their chosen campaign but this was the answer to the next question. The instructions on the paper clearly stated ‘Read both parts of the question before answering Question 4(c)(i). Students should be reminded that they need to read questions carefully and ensure they are addressing each element in the appropriate place.

One four mark answer that did address all the issues:

‘Flightair could reduce fares in business class during peak times during the summer months to attract business customers through sales promotions. Direct marketing could be used around June time such as emails or phone calls. An advert in the Financial Times every three months could also be used to draw customers to the airline. Finally the company could send leaflets to national businesses stating locations, punctuality and cost. This will be done in the weeks after the school holidays as well as in June.’

#### **Q4(c)(ii)**

This was a question that differentiated between students. Those who had described a full campaign with timescales in the first part of the question had much more to discuss and explain in this second part and as a result tended to be awarded more of the marks available.

The student who scored 4 marks in the question above went on to score the 6 available in this question:

‘Sales promotions such as 5% off at peak travelling times 7.00-9.00 or 4.00-6.00pm will not be offered by many airlines and if business customers can make a saving at the times they are most likely to travel they are more likely to use it.’

Direct marketing over the summer months may mean that business customers who travel through the busy summer months will book upon receiving the email. Large numbers of business people operate from their phone so if an email comes through they will immediately check it and therefore book straight from the email.

Adverts in the Financial Times will be effective in attracting business customers because this is a newspaper they will read. By having it in the paper every three months, business people looking to read quarterly reports will see the advert. Finally the leaflets to national business in June will allow businesses to think of the airline when they book travel for AGMs often held in the autumn. Leaflets after the summer holidays will be effective as business people will look to travel when airlines are less busy and a reminder of a cheap price and good punctuality may lead to a booking.'

## **Question 5**

### **Q5(a)**

Similar questions to this have appeared in the paper in previous series. Generally students scored at least 3-4 marks here as they were able to use promotional terminology to describe their chosen campaigns and link the materials back to the target market their organization was trying to attract. If students did lose marks it tended to be because they described a TV advertisement rather than a promotional campaign.

### **Q5(b)**

This was a question that differentiated between students. Some students appeared to get confused and referred to the fact that the Park was trying to attract business people rather than people without school age children and walkers. It appeared the reference to 'additional business' cause this confusion. Other students tended to concentrate on what was good about the campaign rather than to evaluate it.

A typical 3 mark answer following this format:

'To achieve the objective the promotional campaign is very effective. By advertising in an over 50s magazine in spring this will attract retired people that have the time to go and stay in the off peak months May and April. The May offer is effective as this may appeal to pensioners who are retired and therefore may not have a load of disposable income to spend on trips therefore this offer will enable them to get more value for money.'

A response that gained level 2 marks:

'The advertisement in the 50s magazine in the spring is an effective method as it is an easy way to reach a range of their target market as the magazine has this audience of people over 50 who are interested in relaxing and quiet holidays. So this helped to increase the number of customers.

The offer in May was also very successful as many people might think that this is a good deal and in addition the weather could be good for them. It was an expensive campaign at £7500 in total but it helped to generate business and to attract more customers that may become permanent customers in the future.

This offer also helped to increase the number of customers staying overnight and

this would have generated more profit with higher occupancy and more being spent.

The direct marketing – sending emails to past customers was also successful as it contacted the people who already have been there so they are more likely to come back as they already know the level of service and facilities that they offer. It was relatively cheap to do so the organization won't suffer if it was not too successful and didn't help to attract customers.

Overall they spent £9750 but they gained £12,000 of extra business so overall they gained £2250 which is good.'

## **Grade Boundaries**

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<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>





