

Write your name here

Surname

Other names

Pearson
Edexcel GCE

Centre Number

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Candidate Number

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Travel and Tourism

Advanced

Unit 10: Promotion and Sales in Travel and Tourism

Tuesday 21 June 2016 – Afternoon
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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PEARSON

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

You are a trainee in a tour operator call centre learning about the sales process. As part of your training, you listen in to an experienced colleague making telephone sales calls.

1 (a) Identify the sales process stage in each scenario.

- (i) The salesperson tells a worried father that a main road running between the selected hotel and the beach will not be a problem for his family as there is a pedestrian bridge close by.

(1)

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- (ii) The salesperson takes the payment required to book and secure a holiday which the customer is very enthusiastic about.

(1)

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- (iii) The salesperson gives his name to the customer and asks 'How are you today?'

(1)

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(b) (i) Identify **one** skill or quality needed to sell effectively over the telephone. (1)

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(ii) Explain why the skill or quality identified in (b)(i) is important when selling travel arrangements over the telephone. (3)

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(Total for Question 1 = 7 marks)

During the marketing process organisations will set marketing objectives. To help achieve these objectives different approaches to promotion are used.

Sea View Hotel has a marketing objective to increase the number of repeat visitors.

2 (a) (i) Explain why Sea View Hotel would use direct marketing to achieve this objective. (3)

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Country Rail Travel has experienced a decline in passenger travel across its network. It has a marketing objective to increase its passenger numbers.

(ii) Explain why Country Rail Travel would use advertising to achieve this objective. (3)

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Book Today travel agency has a marketing objective to improve its image within the local community.

(iii) Describe how public relations would help Book Today to achieve this objective. (3)

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(c) The marketing department of Premier Air wants to undertake market research on the number of economy and business class passengers the airline carries.

(i) Describe the most appropriate secondary market research method Premier Air could use to gain this information.

(2)

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(ii) Explain why the market research method you have described in 2(c)(i) is the most appropriate market research method to use.

(2)

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(d) After undertaking market research, Premier Air decides to develop a frequent flyer programme for business travellers, offering discounts on future flights. It promotes its frequent flyer programme on its website and in the financial press.

(i) Describe the most appropriate primary market research method Premier Air could use to determine the effectiveness of this promotion.

(2)

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(ii) Explain why the market research method you have described in 2(d)(i) is the most appropriate market research method to use.

(2)

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(Total for Question 2 = 23 marks)



Use the following information to answer Question 3(a).

Butlins

Butlins resorts can be found in three different destinations in England; Bognor Regis, Minehead and Skegness. All three resorts are located next to beaches.

The Skegness resort was the first one opened in 1936. Skegness itself is a traditional coastal town in Lincolnshire with a Blue Flag sandy beach.

Skegness is a two-hour drive from the cities of Nottingham, Leeds and Sheffield. The closest airport is East Midlands Airport. There is a railway station in the town and National Express coaches offer a regular service to the Skegness resort.



The Skegness resort offers:

- Splash Waterworld with flumes, rides and, for young children, quieter paddling areas
- The Skyline Pavilion at the heart of the resort with arts, crafts and character shows. It is large enough to hold festivals, exhibitions and other events
- Five restaurants and cafes including a pizzeria
- A traditional fairground with a carousel and dodgems
- Two evening entertainment venues with live shows
- Team building activities from £5 per head
- Apartments sleeping up to six people. There are also resort rooms, some with shared bathrooms.

Butlins promotes the Skegness resort on its extensive English language website and also through its holiday and events brochures. The company has won a number of awards including a Sunday Times award for being a top company to work for.

Special offers are advertised specifically for Skegness on the website. These include Easter breaks priced from £65 per person and school summer breaks priced from £109 per person.



Handwriting practice area with 20 horizontal dotted lines.



(b) Explain how selling a brand, such as Butlins, aimed at families with young children can affect the design of promotional materials, and where they are advertised.

(4)

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4 (a) Describe each of the following promotional terms.

(i) Communication channels

(2)

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(ii) Corporate communications

(2)

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(iii) Point of sale

(2)

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Use the following information to answer Question 4(b).

Read all parts of 4(b) before answering the question.

Brownlows is a major tour operator based in the UK that owns a number of different holiday brands.

Two of these are:

- 'Sand and Sunshine' aimed at the family market
- 'Exotic Locations', its luxury brand offering 4* and 5* hotels in long-haul beach resorts and cities.

The marketing department of Brownlows can make use of the following promotional techniques to promote its brands:

- displays
- sponsorship
- sales promotion.

The key objective of 'Sand and Sunshine' is to increase its market share.

- (b) (i) Choose the most appropriate promotional technique from the three provided above for 'Sand and Sunshine' to achieve its key objective. Describe **one** way it could use this technique.

(2)

Chosen promotional technique

Description

- (ii) Explain how this technique would help 'Sand and Sunshine' to achieve its objective to increase market share.

(2)



The key objective of 'Exotic Locations' is to maintain its luxury brand name.

(iii) Choose a different promotional technique from the three provided for 'Exotic Locations' to achieve its key objective. Describe **one** way it could use this technique.

(2)

Chosen promotional technique

Description

(iv) Explain how this technique would help 'Exotic Locations' to achieve its objective to maintain its luxury brand to attract high spending customers.

(2)



Use the following information to answer Question 4(c).

ADVERTISER

Reader Travel

For more great reader offers visit:

www.thametoday.co.uk/ReaderTravel

York, Harrogate & Castle Howard

Mon 28 April to Fri 2 May



Pavilion Gardens, Harrogate

5 Days

Was **£209.⁹⁹**

**SPECIAL
READER TRAVEL
EXCLUSIVE**

NOW ONLY
£179.⁹⁹

Your break includes:

- 4 nights dinner, bed & breakfast at the Corn Mill Lodge Hotel, Leeds
- Excursions to Castle Howard house, York, Haworth, Otley, Esholt & Harrogate
- Return coach travel from Aylesbury

Your Hotel: The modern, family-run Corn Mill Lodge Hotel is located close to the vibrant city of Leeds. The en-suite rooms are well appointed with television and tea and coffee-making facilities, and the hotel also boasts a bar, restaurant, gardens and a patio area.



Single Supplement £36, Tourcode: 272228

For more information or to book, call:

08432244217

or visit us online at

justgoholidays.com/RT



ABTA No Y2846

To take advantage of your special Reader Travel price please quote JGRT when making your booking

All prices are per person and based on two people sharing a twin/double room. Terms and conditions are available at justgoholidays.com/about-us/terms



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'Holidays at Home are Great' is an example of a promotional campaign.

(b) Describe **one other** promotional campaign undertaken by a travel and tourism organisation you have researched that targeted **one** of the following types of customer.

Indicate your choice of customer type by putting a cross in the box.

- Local people living within 50 miles
- Incoming tourists to the UK

(6)

Chosen promotional campaign

Description

(Total for Question 5 = 14 marks)

TOTAL FOR PAPER = 90 MARKS

