



Mark Scheme (Results)

Summer 2018

Pearson Edexcel GCE
In Travel and Tourism (6996) Paper 01

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications are awarded by Pearson, the UK's largest awarding body. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk. Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

Pearson: helping people progress, everywhere

Pearson aspires to be the world's leading learning company. Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

Summer 2018

Publications Code 6996_01_1806_MS

All the material in this publication is copyright

© Pearson Education Ltd 2018

General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1 (a)(i)	2 marks available for description of sales process stage: Determining customer needs and expectations e.g. • This is where you ask the customer open questions (1) such as when you are thinking of travelling, how many people will be travelling (1) • You need to find out what the customer is looking for (1) whether they are looking for luxury or budget accommodation for example (1)	(2)

Question Number	Answer	Mark
1 (a)(ii)	2 marks available for description of sales process stage: Outline features and benefits e.g. • This is where you describe the product you have chosen for the customer (1) and you tell them how the product will meet what they say they want (1) • This is where you tell the customer how the holiday will benefit them specifically (1) such as having a sea view if that is what they want (1)	(2)

Question Number	Answer	Mark
1 (a)(iii)	2 marks available for description of sales process stage: After-sales service e.g. • This is where the sales person tries to ensure the customer becomes a repeat customer (1) often by offering additional services the customer will need before they think of it, such as currency exchange for their trip(1) • This is where the travel agent may arrange for flowers to be in the customers room on arrival (1) an additional touch that the customer will appreciate and think positively of their experience(1)	(2)

Question Number	Answer	Mark
1 (b)	Up to 2 marks available for explanation e.g. • If customers can see the benefits they will buy (1) • When customers are unsure and think of problems, if the salesperson can explain they aren't really problems (1) so the customer is more likely to buy (1) • If a salesperson can show the benefits are greater than the customers' objections (1) then the customer is more likely to book / pay the deposit. (1)	(2)

Question Number	Answer	Mark
1 (c)(i)	1 mark available for appropriate skill or quality related to the situation. e.g. Skill/Quality • Patience / staying calm (1) • Good communication skills (1)	(1)

1 (c) (ii)	Up to 2 marks available for explanation. Explanation • It may be annoying and difficult to hear the family with a small child distracting the father (1) so if Abdul can stay calm and devote more time he can ensure he hears correctly so that he can meet their needs (1) • Abdul has to find out what is needed by using good questioning and listening skills (1) so that he can ensure that the family gets all the information required when they cannot fully concentrate on what he is saying (1)	(2)
-------------------	---	------------

Question Number	Answer	Mark
1 (c)(iii)	1 mark available for appropriate skill or quality related to the situation. e.g. Skill/Quality • Good body language (1) • Professional manner (1) • Efficiency (1)	(1)
1 (c) (iv)	Up to 2 marks available for explanation. Explanation e.g. • The business woman does not want to talk with Abdul whilst she is on the phone (1) so Abdul must show his customer service through smiling and eye contact rather than speaking (1) • The business woman is being rude, however Abdul must not display poor body language (1) instead he must remain professional and deliver an efficient service (1)	(2)

Question Number		Indicative Content
2(a)		Retired couples - Retired people would not normally be travelling at peak travel times when people commuting to work travel so they are unlikely to see the leaflet offering free upgrades - The leaflet offering free upgrades to first class on Fridays and Mondays should appeal to retired people as they often prefer receiving actual materials rather than emails. However the fact that these are handed out at peak times when people commuting to work travel would mean they may not receive or see them - The posters at all stations would be seen by most rail travellers including the retired and the links to Luton and St Pancras might appeal as they often travel more as they have more time and look for easy travel as they don't want any problems Business people - Business people are very likely to receive the leaflets offering free first class upgrades as the peak travel times are when they are likely to be travelling to and from work. However the times of the upgrades are not good as they are offered at times when these people would be at work unless they were planning a long weekend break and taking holidays on a Friday and Monday - The posters would be seen by business people waiting for their train and if they are travelling on business they might be attracted by the easy links to the airport and flights abroad or Eurostar and Europe. They might also remember this when planning leisure breaks too as they will be seeing the posters every day for a while.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly descriptive. Limited assessment. Only one customer type and one type of material will be considered.
2	4-6	Responses with clear assessment and a conclusion. Reference will be made to both types of customer or both types of material. The answer may appear unbalanced.
3	7-8	Focused responses with detailed assessment and a substantiated conclusion drawn. Reference will be made to both types of customer and both types of material in a balanced way.

Question Number	Answer	Mark
2 (b)	Up to 6 marks for explanation. If no valid examples are used max 4 marks. Max 4 marks if only cover either placement or design. Max 2 marks for description. e.g. Design • Up-market associated colours will be used when designing promotions for luxury brands (1) such as black and gold seen as prestigious colours(1) • When promoting a luxury brand your materials have to imply luxury too (1). So materials if paper based must be of thick quality paper as this again seems expensive and part of the image(1) and the images used will suggest a lifestyle to aspire to (1). • If promoting a luxury five star hotel / the Savoy the promotion will concentrate on the opulence of the rooms and facilities to provide an idea of the 'feel good' and special feelings potential guests are going to have (1) as people will need to feel they will have a very special experience to justify spending a lot of money(1) Placement • When placing promotional materials luxury brands will place adverts where they will be seen by their potential target market (1) in up-market broadsheet newspapers such as the travel section of Sunday Times(1) • Aspirational sources such as boat exhibitions / first class air travel (1) will be used by up market brands to target potential future customers (1)	(6)

Question Number		Indicative Content
3(a)		• The Eden Project has a website which means potential visitors from all over UK/Europe can get information • The press coverage on winning awards will encourage all visitors as the awards make it clear that Eden is very special • Advertising in local papers will not attract European visitors or families from across the UK • 10% online discount will attract visitors • The fact that can buy tickets online will help attract people who live a distance from Eden • Having a railway line 3 miles from Eden with direct links to London will help to attract families coming on public transport • The fact that there are no major motorways nearby should mean more people may come on public transport • It is difficult to get straight to Eden on public transport especially from the airport • Cycling can be difficult with children • The price is reasonable for such an iconic attraction • The cheaper rate for travelling by public transport isn't much so won't consider it if coming from quite a distance away • Will attract botanists from Europe • Lots of products to attract families with children • The product is world renowned so it will be known by Europeans and therefore they are more likely to want to visit
Level	Mark	Descriptor
	0	No rewardable material
1	1-4	Generalised response which may be description linking the stimulus material to the 4P's.
2	5-9	Clear and developed discussion covering 4P's although may lack justification.
3	10-12	Detailed and sustained discussions covering all 4P's and both objectives with clear reasoning and justification.

Question Number		Indicative Content
*3(b)		• Profitability – more profitable organisations can afford more expensive promotional activities and often the most profitable are international large brands such as British Airways, IHG etc. who can afford widespread expensive TV advertising making it difficult for smaller companies who have to choose cheaper methods. • Profitability – as paper becomes more expensive this becomes a cost issue for organisations who can save money by using websites e.g. tour operators no longer printing multiple holiday brochures. • Environmental – as people become less reliant on paper and more au fait with technology so different promotional methods have been developed such as social media – Twitter, Facebook and online review sites are increasingly used such as Trip Adviser. • Environmental – travel and tourism companies much more likely to market their environmental projects to show their caring side. However research shows that customers still much more cost conscious so marketing on this alone will not work to advantage of companies.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited analysis that is mainly descriptive/theoretical. Limited reference to promotional activities. One factor only likely to be examined. No or very limited reference to examples. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
2	4-6	Clear analysis. Reference made to promotional activities. Both factors may be considered with reference to one or two specific examples. 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	Detailed analysis. Detailed reference to promotional activities. Both factors considered with sustained reference to a range of specific examples. 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
4a(i)	Up to 2 marks available for description Sponsorship e.g. • This is when one organisation pays money to another to feature their logo (1) Thomas Cook displays its name on a football team's shirts (1) • This is when an organisation may support another one by providing money (1) for maybe a charity event where their name will feature on the promotional materials (1) Award marks if actual examples provided	(2)
Question Number	Answer	Mark
4a(ii)	Up to 2 marks available for description Direct Marketing e.g. • This is a techniques used to send promotions directly to a person via a letter or email (1) • This technique makes use of databases holding information on potential customers (1) IHG sending emails to loyalty customers to promote special offers (1) Award marks if actual examples are provided	(2)
Question Number	Answer	Mark
4a(iii)	Up to 2 marks available for description Public Relations e.g. • This is a techniques used to get a good news story about an organisation into the media(1) for example when the company raises money for a charity (1) • This can be an article that Alton Towers writes about a new ride (1) that it sends to local media hoping it will be published to bring awareness to potential customers (1)	(2)

Question Number	Answer	Mark
4b	Up to 2 marks available for definition of media e.g. • The channels used by organisations to promote, such as TV (1) to communicate with the most relevant market segments (1) • The communication methods chosen by organisations to reach potential customers (1) such as Twitter, radio (1)	(2)
Question Number	Answer	Mark
4(c)	Up to 4 marks available for explanation of similarities and differences. Max 3 marks if just explain either similarities or differences not both e.g. • Both are designed to encourage people to buy immediately (1) like having a discount or 2 for 1 (1) or seeing the product in front of them when waiting to pay for another (1) although products at point of sale may not have a discount attached (1) • Incentives are normally short term free gifts or offers (1) designed to pique consumers interest when they see them advertised (1) and prompt them to take action (1). Products displayed at point of sale also prompt consumer action as they remind them of insurance or foreign exchange. However, they are usually designed for long term use. (1)	(4)

Question Number	Answer	Mark
4 (d)(i)	1 mark available for primary research method. Up to 3 marks available for justification. e.g. Suggestions Primary • Hold focus groups of known business travellers (1) • Hand out questionnaires to discover needs of business travellers (1) Justifications Primary • The focus group will provide more detail and being there physically means Go To Airlines can see their ages/gender (1) and make judgments on needs(1) and also can ask any questions on the spot as they occur to them(1) • The questionnaire can ask precisely the questions Go To Airlines wishes to find answers to/tailor made to their requirements(1) and at places where different types of business people can be found(1) and get their name in front of them /raise awareness(1)	(4)

Question Number	Answer	Mark
4 (d)(ii)	1 mark available for secondary research method. Up to 3 marks available for justification e.g. Suggestions Secondary • Look at the available statistics for another similar airline (1) • Look at statistics for airlines flying to same destinations as them to check percentage of business clients they have (1) Justifications Secondary • This means less work for Go To Airlines (1) as they don't need to generate the information themselves (1) • They can check if they have more business travellers(1) cheaply as don't have to collect information themselves(1) and if they don't have more business travellers maybe there isn't this market to their destinations (1)	(4)

Question Number		Indicative Content
* 5		• Students do not attend university until mid-September onwards so any advertising prior to then may not be seen by the market • Offering discounts for booking in August is good if students see it as they will be thinking about returning to university • Students are always short of money so will be looking for good deals • Students do not tend to read newspapers unless online so may not see adverts in them • Students will see their name if they sponsor balls • Sponsorship of Halloween balls gets their name in front of their target market and they should remember the company long after this date if it becomes known as the BC2L Halloween Ball • They will also associate the name with a good time • Budget – newspapers expensive and no guarantee target market will see these adverts if don't physically read newspapers. Sales promotion good as target market sensitive to this.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited responses that are mainly descriptive. Limited evaluation. Only one aspect of the campaign may be considered. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
2	4-6	Responses with clear evaluation and a conclusion. There will be coverage of two or more aspects of the campaign. Mention of meeting budget will be made. The answer may appear unbalanced. 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	Detailed evaluation and a substantiated conclusion drawn. All aspects of the campaign will be examined. Sustained response that judges the effectiveness of meeting the campaign objective within budget. 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
6 (a)	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. Regional • Paulton Park new season. They used advertising (1) and direct marketing (1). They advertise on regional TV as this is where most of their customers come from (1) within 2 hours drive time of the park so this made the effectiveness of reaching the target market worth the cost (1). They use their database of past customers and send them leaflets (1) telling them everything new for this season (1) National • Monarch Airlines for summer 2017. They used a lot of advertising (1) that could be seen nationally (1) and also some sales promotion (1) They produced a national TV advertisement based around their staff (1) emphasising how caring and professional they are through interactions with people in their off duty time (1). They carried this through to their website (1) where they also emphasised their low prices (1)	(6)

Question Number		Indicative Content
6(b)		• More likely to need to make use of internet and websites as easier to reach international audiences this way but do need linguistic staff/expertise to ensure correct translations to appear professional • Materials adapted to different languages/pictures/messages • Be aware of different cultures to ensure not causing offence or misunderstanding • Costs likely to increase as much bigger potential audience • Great diversity of potential customers and differences in what appeals to them • Need to look at the media relevant to the country targeting –newspapers, magazines, radio, TV etc.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly descriptive. Reference to one/two difficulties.
2	4-6	Clear explanation. Reference to a range of difficulties at least one of which may be considered in detail.
3	7-8	Detailed explanation. Sustained reference to various different types of difficulties which are consistently linked to attracting international customers through a promotional campaign.

Total marks for paper 90 marks