

Travel and Tourism

Advanced GCE

Unit **G734**: Unit 15 – Marketing in Travel and Tourism

Mark Scheme for January 2012

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Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning
	Correct response
	Incorrect response
	Vague
	Development of point
	Repeat
	Benefit of doubt not given
	Unclear
	Benefit of doubt
	Ignore
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question

Subject Specific Marking Instructions**Testing of Quality of Written Communication**

The quality of written communication will be assessed in questions that are indicated accordingly (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.

In this external assessment the assessment of QWC will take place in Question 3c which is a level of response question and carries 12 marks.

Marks are embedded within this question for assessing the quality of written communication. The following criteria are embedded within the levels of response for Question 3c.

Level 1: Ability to communicate at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive. [1 mark representing the appropriate level of written communication is embedded in this level of response].

Level 2: Limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling. [2 marks representing the appropriate level of written communication are embedded in this level of response].

Level 3: Ability to present relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling. [3 marks representing the appropriate level of written communication are embedded in this level of response].

Please note answers which are assessed as a L1, L2 and L3 from the individual unit mark scheme criteria may be awarded an additional mark for the quality of written communication if the standard is above the embedded criteria for the quality of written communication.

Question		Answer	Marks	Guidance
1	(a)	The buying of time and/or space for advertising (✓). Cost is dependent of where and when the advertising takes place eg radio, tv, newspaper (✓). It all depends on the area eg demographically and geographically. Market segments must be considered too (✓).	2 [2*1]	Up to two marks for explanation.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	Shropshire Tourism may recommend direct mail to their members because this is a cheap form of mail and customer information can be gleaned from databases, as long as these have been kept up to date. They may embark also on telemarketing as this can be instant and quick but may not always receive a good response due to people disliking being interrupted by phone calls. One of the best forms of direct marketing is through some type of media direct response such as through TV and radio; this gets the most coverage; however it will be the most costly. It will all depend on the type of member that ST is advising as not all of these will be appropriate to a very small organisation (L3).	9	<ul style="list-style-type: none"> Direct mail – mail shots can target previous or new customers from database. Telemarketing – needs to be aimed at carefully selected customers who are likely to be genuinely interested. Door to door distribution – can be cheaper than mail. Provides opportunities for personal contact. Media direct response used through TV, radio, newspaper and magazines – opportunity to place orders via fax, telephone or Internet. Able to log the number of responses received and can see how successful this would be. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1–3 marks] Candidate identifies/describes three forms of direct marketing that ST may recommend to its members. Information may be in the form of a list. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: [4–6 marks] Candidate describes three forms of marketing. Candidate will show an understanding of the question and include explanations of the three forms of direct marketing which may be assessed with some success. The assessment in the most part is accurate and</p>

Question			Answer	Marks	Guidance
					<p align="center">Content</p> <p align="center">Levels of response</p>
					<p>relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because....means that....) – 6 marks.</p> <p>Level 3: [7–9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of three forms of direct marketing. Candidate effectively assesses the three forms of direct marketing that ST may recommend. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question		Answer	Marks	Guidance
	(c)	<ul style="list-style-type: none"> Marketing services that are made specifically for one business or individual (✓). This is tailored or modified according to the needs and wants of the tourism organisation (✓) eg a specific marketing plan (✓). 	2 [2*1]	Up to two marks for explanation.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p>JM initiatives can be useful for members of ST as they can get involved with more organisations that can assist and help to expand their product; this will gain greater coverage of both their message and product – this may be at a more increased expense than their marketing budget. On the other hand they may save time and money by sharing and having such a support mechanism that backs up any product although they should be working with organisations that do not conflict with their ethos. Ultimately, messages will gain greater exposure but they must be clear otherwise customers may become confused by the joint initiative and individual members may lose out on specific target markets due to the dilution of them trying to appease both or several parties (L3).</p>	12	<p>Advantages:</p> <ul style="list-style-type: none"> Saves money. Co-ordinated development. Saves time. Helps increase visitor numbers. Covers a wide target market – ie gets better coverage, wider range. Support and backing. <p>Disadvantages:</p> <ul style="list-style-type: none"> Mixed messages. May lose interest or reader – message is watered down, ie confuses the customer. May fail. May create difficult relationships with partners. May favour some promotions more than others. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1–4 marks] Candidate identifies/describes advantages and disadvantages of joint marketing initiatives. Information may be in the form of a list. There is little or not attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: [5–8 marks] Candidate describes advantages and disadvantages of joint marketing initiatives. Candidate will show an understanding of the question and include explanations of a number of advantages/disadvantages which may be assessed with some success. The assessment in the most part is accurate and</p>

Question			Answer	Marks	Guidance
					<p style="text-align: center;">Content</p> <p style="text-align: center;">Levels of response</p>
					<p>relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because..... means that.....) – 8 marks</p> <p>Level 3: [9–12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of advantages and disadvantages of joint marketing initiatives. Candidate effectively assesses advantages and disadvantages of joint marketing initiatives for the members of ST. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question		Answer	Marks	Guidance
2	(a)	<ul style="list-style-type: none"> Marketing plan is structure formulated for getting products or services to customer at right price, time, etc (✓). Distribution is where you place/sell your product/service (✓) will maximise profits if accurately targeted and sent to the right customer (✓). ST may use many outlets for their distribution such as mail order distribution centres (✓) where brochures can be mailed out directly to customers. 	3 [3*1]	Up to three marks for explanation.
	(b)	<ul style="list-style-type: none"> Enables you to know who your customers are (✓) helps to be more effective with marketing activities and campaigns (✓) such as directing brochures and leaflets (✓). Reduces wastage of time and money (✓) understanding the needs and wants of the customer helps to ensure money spent wisely (✓) and should ensure visitor numbers convert into profit (✓). Enables 4 P's to be effective – price, product, place and promotion (✓). 	6 [1+2]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>ST may use mystery shoppers to help them with their market research. There is plenty of opportunities for such a scheme to collect data but costs must be considered when using this. Questionnaires are often the most popular form of market research because they are cheap and easy to administer; however the return response is not great and many people avoid completing them or in fact lying on them, so the information gathered is not totally accurate. The validity and reliability is something that must be considered and therefore observation is often very useful as it gives accurate information of peoples actions and intentions albeit difficult to set up at specific times and places (L3).</p>	12	<ul style="list-style-type: none"> • Focus groups. • Observation. • Mystery shopper. • Questionnaires (tele, postal, personal, Internet, text). <p>Must consider:</p> <ul style="list-style-type: none"> • Cost. • Time. • Accessibility. • Validity and reliability. • Fitness for purpose. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1–4 marks] Candidate identifies/describes three forms of market research. Information may be in the form of a list. There is little or not attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: [5–8 marks] Candidate describes three forms of market research. Candidate will show an understanding of the question and include explanations of the three forms of market research that ST may use which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least ‘describe’.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>Description only – 5 marks.</i> <i>Explanation/analysis – 6 or 7 marks.</i> <i>Evaluative comment (because..... means that.....) – 8 marks</i></p> <p>Level 3: [9–12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the three forms of market research that ST may use. Candidate effectively evaluates three forms of market research that ST may use. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i> <i>With overall supporting conclusion – 12 marks.</i></p>

Question		Answer	Marks	Guidance
	(d)	<ul style="list-style-type: none"> Organisations are only allowed to keep relevant information on customers for the purpose of which it is collected (✓). Must be kept no longer than necessary (✓). Cannot sell to another organisation (✓). Cannot keep data and use it for another purpose unless customer permission given (✓). Data must be kept safe and must not be able to be seen by anyone other than organisation (✓). 	4 [1+1]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.
3	(a)	<ul style="list-style-type: none"> SWOT stands for strengths, weaknesses, opportunities and threats (✓). By looking at these elements ST can consider quality of product (✓), how many competitors are in the locale (✓), what new segments there are to move into (✓) consider the economy and the influences that this may have on the situation of the company (member) (✓). 	4 [1+1]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.

Question		Answer	Marks	Content	Guidance
					Levels of response
	(b)	Websites are generally very good ways of promotion as it is a relatively cheap method and many people have computers although they may choose not to read the promotional material supplied. Websites do offer a massive opportunity for coverage of messages and promotional information but they must be updated regularly otherwise they become redundant and give the organisation a bad name. There are many advertisers using the web and in	9	Advantages: <ul style="list-style-type: none"> Cheap. Get assistance with building and designing. ST will even host for an organisation. Good coverage (see figures from the press release). Most people now have access to computers and do bookings and search for information this way. 	0 marks. No response or no response worthy of credit. Level 1: [1–3 marks] Candidate identifies/describes advantages and disadvantages. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.

Question		Answer	Marks	Content	Guidance
					Levels of response
		<p>order to become noticed the website design must be significant otherwise it gets lost in a sea of others. Professional design is worth investing in if an organisation can afford it, as this can make all the difference in getting your promotional information noticed (L3).</p>		<p>Disadvantages:</p> <ul style="list-style-type: none"> • May get lost in a sea of other advertisers. • In order to be professional must be updated on a regular basis which can be timely and costly of labour resources. • Computers may crash and should therefore not be the only source of promotion. 	<p>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: [4–6 marks] Candidate describes advantages and disadvantages. Candidate will show an understanding of the question and include explanations of advantages and disadvantages to tourism businesses of using a website as a promotional tool which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because....means that....) – 6 marks.</p> <p>Level 3: [7–9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of advantages and disadvantages to tourism businesses of using a website as a promotional tool. Candidate effectively discusses the advantages and disadvantages of using a</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>website. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>
	(c)*	<p>The service will save members money and they will get good advice but they may not be able to afford this. ST will have good experience that members can call on and they are also local so should have good knowledge. This good local relations means that organisations can capitalize on their knowledge and use their good connections to get messages to all areas of the media. There may be much demand for such a service and members info can get lost or mislaid (L3).</p>	12	<p>Pros:</p> <ul style="list-style-type: none"> • Excellent inside knowledge. • Time and information. • Good resource use by letting experts do the work. • Can assist with placement of editorial in media. • Would have good experience of writing press releases. • Able to lobby or act on community relations where required. • Good assistance with corporate communications at any level. <p>Cons:</p> <ul style="list-style-type: none"> • May be costly. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes reasons why press and PR support are important. Information may be in the form of a list. There is little or not attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</i></p> <p>List – maximum 2 marks.</p>	

Question			Answer	Marks	Guidance
					<p align="center">Content</p> <p align="center">Levels of response</p>
					<ul style="list-style-type: none"> • May not benefit members who run smaller establishments. • May be other PR companies that could offer such assistance with greater expertise. • ST may have different motives and not fulfil needs of individual members. • Members information may just get swamped amongst all the other members. <p>2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: [5-8 marks] Candidate describes reasons why press and PR support are important to members of ST. Candidate will show an understanding of the question and include explanations of reasons why press and PR are important to members of ST which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. <i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</i></p> <p>No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because..... means that.....) – 8 marks</p> <p>Level 3: [9-12 marks]</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>Candidate will show a clear understanding of the question and include detailed identification and explanation of reasons why press and PR support are important to members of ST. Candidate effectively evaluates reasons why press and PR support are important. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriately terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</i></p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question		Answer	Marks	Guidance
4	(ai)	<ul style="list-style-type: none"> AA (✓). VisitBritain (✓). 	2 [2*1]	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>No other answers possible.</p>

Question		Answer	Marks	Guidance	
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	(aii)	<p>Inspection schemes help customers to know what they are getting in terms of quality and quantity but there are different schemes run by different organisations and this is confusing to customers. Establishments must pay for the pleasure of joining these schemes this is often quite expensive as money is often needed to refurbish properties. Customers can ultimately have satisfaction of knowing that they will not be staying in unsuitable establishments even though the schemes with stars and diamonds may be confusing (L3).</p>	12	<p>For:</p> <ul style="list-style-type: none"> Duty of care is established and recognised by ST and throughout the country. Can officially advertise in all regional and national tourist board publications. Good for promotion and marketing of any kind, eg radio, brochure, editorial features. Can use logo and info on all information. Have a plaque on building to help with advertising. Gives customer satisfaction of knowing the quality of an establishment – gives peace of mind. Allows a standard to be set that is consistent throughout the county 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1–4 marks] Candidate identifies/describes benefits. Information may be in the form of a list. There is little or not attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: [5–8 marks] Candidate describes benefits to both accommodation establishments and customers of inspection and grading schemes. Candidate will show an understanding of the question and include explanations of benefits which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
					<p>and helps both providers and tourists know the levels required.</p> <p>Against:</p> <ul style="list-style-type: none"> • Will obviously be costly to join scheme. • Costly to continue to stay in scheme. • Costly to upgrade and refurbish constantly to stay at the expected level. • May not always achieve grade expected. • May cause conflict with ST. • May cause conflict with competitors. 	<p>accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>No list – must be at least ‘describe’.</i> <i>Description only – 5 marks.</i> <i>Explanation/analysis – 6 or 7 marks.</i> <i>Evaluative comment (because..... means that.....) – 8 marks</i></p> <p>Level 3: [9–12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of benefits to both accommodation establishments and customers of inspection and grading schemes. Candidate effectively assesses benefits of inspection and grading schemes. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i> <i>With overall supporting conclusion – 12 marks.</i></p>

Question		Answer	Marks	Guidance
	(b)	<ul style="list-style-type: none"> • Gardening (✓). • Fishing (✓). • Riding (✓). • Heritage – King Arthur, stately homes (✓). • Literature – Mary Webb, Dennis Potter (✓). 	2 [2*1]	One mark for each correct identification up to a maximum of two identifications.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>AIDA is there to assist with the conception and design of an interesting piece of promotional information. This may be in the form of a brochure, leaflet or web page. It is important that eg an advertisement is eye-catching and that a picture looks interesting. The wording/ headline must evoke some sense of interest and move the customer to action eg that Shropshire is a place for culture and heritage and the picture, font and description should really make you want to visit. If there are too many words on the adverts the message may become lost and the customer may be discouraged to read the text and simply move on. There should be contact details to allow the customer through to the action stage where they wish to make a booking and actually visit Shropshire. This should be done providing good detail in readable and clear text. The use of colour can be</p>	9	<p>AIDA</p> <p>Attention:</p> <ul style="list-style-type: none"> • Colour, font, sound, movement, headline, personal language, highlighted text. <p>Interest:</p> <ul style="list-style-type: none"> • Tone of message, honesty, customer speak, benefits to customer, enthusiastic, energy, short, simple. <p>Desire:</p> <ul style="list-style-type: none"> • Use of incentives, drawing in customer, relate to customer experience. <p>Action:</p> <ul style="list-style-type: none"> • Contact details, telephone, post, email, visit in person, map directions and timings. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1–3 marks] Candidate identifies/describes particular aspects of the AIDA technique. Information may be in the form of a list. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: [4–6 marks] Candidate describes aspects of the AIDA technique. Candidate will show an understanding of the question and include explanations of how the AIDA technique may assist ST and its members with their promotional technique which may be assessed</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
			useful, but is not always necessary. This very much depends on the type of advertisement and who it is aimed at eg (L3).			<p>with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because....means that....) – 6 marks.</p> <p>Level 3: [7–9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of aspects of the AIDA technique. Candidate effectively assesses how the AIDA technique may assist ST and its members with their promotional technique. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

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