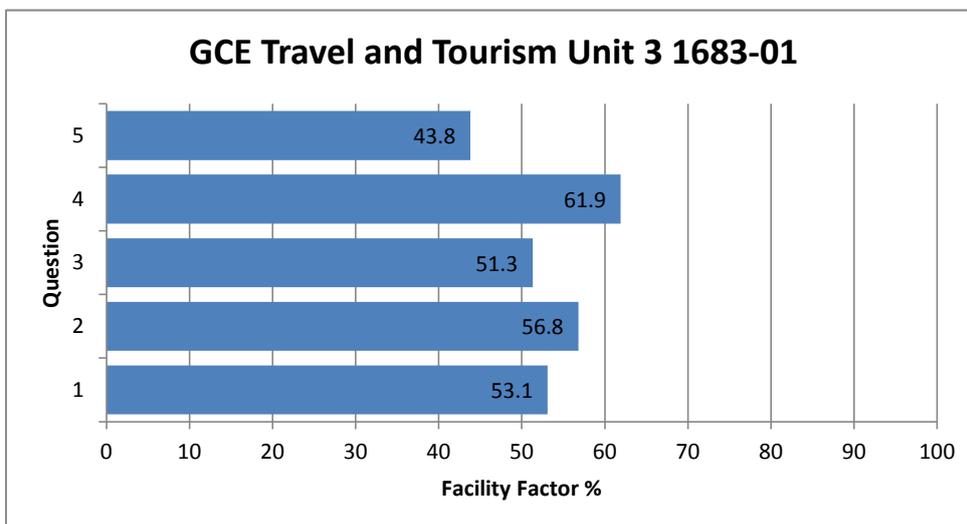


GCE Travel and Tourism Unit 3 1683-01

All Candidates' performance across questions

 Question Title	 <i>N</i>	 <i>Mean</i>	 <i>SD</i>	 <i>Max Mark</i>	 <i>FF</i>	 <i>Attempt %</i>
1	43	6.4	2.1	12	53.1	97.7
2	44	6.3	2.2	11	56.8	100
3	44	9.8	3.6	19	51.3	100
4	44	10.5	3.8	17	61.9	100
5	44	9.2	4.3	21	43.8	100



- * 1 (c) For **one** travel and tourism organisation you have studied, assess its range of products and services in targeting different segments of its market. [6]

Name of organisation Centre Parcs Elveden Forest.

Provides a vast range of products for a number of market segments. There are arts & crafts activities as well as a number of play grounds which would appeal to children. They also provide Adventure activities such as archery & quad biking for teenagers / young Adults. There are a number of services such as a creche & babysitting that would appeal to families with young children as well as family activities such as swimming & treasure hunts. Centre Parcs also provides products that would appeal to couples such as a Spa & large log cabins & tree houses which would be great for groups. Centre Parcs also provides services like a mini bus taxi service as well as bingo & shows that would appeal to 'over 50's' so really does cover a wide range of market segments.

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ChildrenArts & crafts
crècheYoung AdultsAdventure
activities.Families

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L2



- * (c) For **one** travel and tourism organisation you have studied, assess its range of products and services in targeting different segments of its market. [6]

Name of organisation Thorpe Park.

Thorpe Park provides some of the most thrilling and best rides in the South East of England, therefore this will target the aspirers who want to use the most exclusive products or services available. Also, its rides and fun fair games are especially targeted at teenagers so this targets age. The location of the Park will target the geographic segment as it is right by the M25 and is easily accessible for all those in a two hour proximity, it is a good place for hen and stag parties, therefore this will target the older market and there are ~~products~~ products and services for ~~families~~ children such as smaller rides, parent swap and buggy hire which will attract families.

- * (c) For **one** travel and tourism organisation you have studied, assess its range of products and services in targeting different segments of its market. [6]

Name of organisation Thorpe Park.

L1 Thorpe Park provides some of the most thrilling and best rides in the South East of England, therefore this will target the aspirers who want to use the most exclusive products or services available. Also, its rides and fun fair games are especially targeted at teenagers so this targets age.

L1 The location of the Park will target the geographic segment as it is right by the M25 and is easily accessible for all those in a two hour proximity, it is a good place for hen and stag parties, therefore this will target the older market and there are ~~parties~~ products and services for ~~families~~ children such as smaller rides, parent swap and buggy hire which will attract families.

5

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12

- * | (c) For **one** travel and tourism organisation you have studied, assess its range of products and services in targeting different *segments* of its market. [6]

Name of organisation Thorpe Park

Thorpe Park have ~~the~~ facilities for families. Such as buggy hire for young children, they also provide parent swap for families with young children that cannot go on the bigger rides. Also for younger children they provide smaller rides such as the flying fish. They also target disabled customers by providing a disabled park ticket and having wheelchair hire. They also have ramps and wider doors throughout the park so that wheelchair users can have access. As well as providing disabled parking spaces which are closer to the park. They also provide disabled toilets.

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L1



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12

Qualitative research looks in depth at customers' opinions, feelings, attitudes and perceptions.

- * 3 (d) Discuss the advantages and disadvantages to travel and tourism organisations of using qualitative research data. [6]

Qualitative research can be a positive thing for t+t organisations to use as it provides them with in-depth answers to their questions that can then be used to see exactly where they are going wrong. They also provide organisations with exactly the information that they want and can help them to see their business through their customers eyes.

However quantitative research data is often very time consuming to analyse as it is impossible to analyse it statistically. This can mean it takes a long time to go through & find out all of the relevant information. This means that it is not as quick to get results from than qualitative data so it can also take a long time to act on the feedback that has been given.

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+ In depth
Exactly to the
Point.

See directly where
they are going
wrong.

- Difficult to
analyse

time consuming
✓

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L2

17

17

19

Qualitative research looks in depth at customers' opinions, feelings, attitudes and perceptions.

- 3 (d) Discuss the advantages and disadvantages to travel and tourism organisations of using qualitative research data. [6]

One advantage of using qualitative research data is that ~~it can provide~~ you can easily interpret the ~~data~~ results of the data. Also, it is not very costly as it doesn't require specific equipment; you are just talking to ^{the} customers. However, qualitative data can be quite time ~~consuming~~ consuming to collect and analyse and it may not provide you with in-depth answers. ^{It} Moreover, an advantage is that the data is accurate and valid unlike secondary data but qualitative research doesn't provide any statistics.

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12 ✓

19

Qualitative research looks in depth at customers' opinions, feelings, attitudes and perceptions.

- * 3 (d) Discuss the advantages and disadvantages to travel and tourism organisations of using qualitative research data. [6]

Qualitative research is normally things such as focus groups and questionnaires with open questions which means ~~the~~ it can be very time consuming and the customers may not have time to do it properly so may not give honest answers and may even rush them. This is then a disadvantage because the organisation isn't getting an honest response. Qualitative data can also be very difficult to sort out and can't easily be put into graphs to look at the outcome. However the advantages are that they are getting first hand information from their customers so they are able to change things to meet customers needs and to make their organisation better; because the information given back to them will be in detail.

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4

12

19

- * 5 (c) With reference to the *product* and *place* elements of the *marketing mix*, assess the effectiveness of **Figure 2** in marketing Marwell Zoo. [8]

In terms of Product figure 2 is very effective at marketing Marwell Zoo. The leaflet clearly shows the different events that you are able to attend at Marwell Zoo with illustrations to go with it to entice customers.

Potential customers are also informed about the gift shop & different food outlets at the zoo as well as the facilities such as baby changing. This leaflet informs customers about a wide range of ~~customers~~ products/services that Marwell Zoo offer so that even if you hadn't heard of the attraction before you would have some idea about it afterwards. The Brand including the logos & fonts also help to market the product effectively.

In terms of Place customers are given lots of information about the zoo's physical location through the use of the map & address. They are also given other means of access such as the website address, telephone number & social media groups where they are able to find more information & purchase tickets for the park.

~~The only~~ I think that overall the leaflet markets the Product & Place elements of Marwell Zoo very effectively.

- * 5 (c) With reference to the *product* and *place* elements of the marketing mix, assess the effectiveness of **Figure 2** in marketing Marwell Zoo. [8]

Product

Events

Giftshop

food

L1

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Place

map

social media

L1

Potential customers are also informed about the gift shop & different food outlets at the zoo as well as the facilities such as baby changing. This leaflet informs

L2

customers about a wide range of ~~customers~~ products/services that Marwell Zoo offer so that even if you hadn't heard of the attraction before you would have some idea about it afterwards. The Brand including the logos & fonts also help to market the product effectively.

L2

In terms of Place customers are given lots of information about the zoo's physical location through the use of the map & address. They are also given other means of access: such as the website address, telephone number & social media groups where they are able to find more information & purchase tickets for the park.

L3

~~The only~~ I think that overall the leaflet markets the Product & Place elements of Marwell Zoo very effectively. 

7

- 5 (c) With reference to the *product* and *place* elements of the *marketing mix*, assess the effectiveness of **Figure 2** in marketing Marwell Zoo. [8]

Marwell Zoo have ~~promoted~~ ^{marketed} the product very effectively on their leaflet because they have include a variety of pictures which show the range of things you can see and do, for example the adventure playgrounds, penguin cove and African Valley. In addition, they have promoted events that the zoo holds, showing that it is not just animals there. An example is their Wedding Fayre.

The place is as well ~~promoted~~ ^{marketed} well on the leaflet because they have given a map for those customers that may never been before and to shows the location of Marwell in relation to other parts of the UK. Furthermore, they have suggested a ~~the~~ route that customers can take which is again good for those who are unsure of the journey. This portrays the location as very accessible for many by road.

- 5 (c) With reference to the *product* and *place* elements of the *marketing mix*, assess the effectiveness of **Figure 2** in marketing Marwell Zoo. [8]

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4

* 45

(c) With reference to the *product* and *place* elements of the *marketing mix*, assess the effectiveness of **Figure 2** in marketing Marwell Zoo. [8]

Marwell Zoo has been very effectiveness in marketing because they have clearly highlighted directions on how to get to Marwell Zoo, by adding a map of the destination and giving directions.

They have used bright colours to attract their customers with greens and blues. They have clearly highlighted what ~~their~~ their product is and what their customers can do while they are there and what is on at the zoo on different dates, they have made their product seasonal by having ~~the~~ "Freaky Thrills" this allows them to bring in more customers. They have also outlined what facilities they have for their target market which is families by telling them what facilities they have for babies and ~~also~~ also how they get around the zoo. They can also see the die events that the zoo has to offer.

* 45

(c) With reference to the *product* and *place* elements of the *marketing mix*, assess the effectiveness of **Figure 2** in marketing Marwell Zoo. [8]

- 41 Marwell Zoo has been very effectiveness in marketing because they have clearly highlighted directions on how to get to Marwell Zoo, by adding a map of the destination and giving directions.
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- 41 allows them to bring in more customers. They have also outlined what facilities they have for their target market which is families by telling them what facilities they have for babies and ~~also~~ also how they get around the zoo. They can also see the different events that the zoo has to offer. 