

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Marketing in Travel and Tourism

G734

Candidates answer on the question paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

Monday 24 January 2011
Morning

Duration: 2 hours



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Answer **all** the questions.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

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..... [9]

(c) Explain **three** benefits to Lancaster Castle of being awarded Visitor Attraction Quality Assurance Scheme (VAQAS) accreditation.

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4 (a) Explain **two** possible marketing objectives for Lancaster Castle.

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(b) Describe **three** of Lancaster Castle's unique selling points (USPs).

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