

**ADVANCED GCE
APPLIED TRAVEL AND TOURISM**

G734

Unit 15: Marketing in Travel and Tourism

MONDAY 28 JANUARY 2008

Morning
Time: 2 hours

Additional materials (enclosed): Answer Booklet (8 page)
Clean copy Case Study

Additional materials (required):
None



INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

This document consists of **4** printed pages.

Refer to clean copy case study (G734/CS) for all questions.

- 1 (a) (i) English Heritage has a marketing strategy with clear marketing objectives. Objectives should be SMART. What do the initials M and T stand for? [2]
- (ii) English Heritage's Marketing Strategy was compiled through a consultation process with regional colleagues. Identify the **three** features of this process. [3]
- (b) Explain the purpose of a mission statement. [2]
- (c) English Heritage has several publicity programmes in place. Assess the benefits to English Heritage of **three** of its publicity programmes. [12]
- (d) Discuss how a PEST analysis could assist English Heritage with planning its marketing activities. [12]
- [Total: 31]

- 2 (a) Explain what is meant by the term 'target market'. [2]
- (b) Identify **four** target markets of English Heritage. [4]
- (c) Explain **two** ways in which English Heritage identifies potential customers through its direct marketing campaigns. [4]
- (d) Evaluate the benefits of direct marketing to travel and tourism organisations such as English Heritage. [12]
- (e) English Heritage works with partners in order to promote itself. Identify **two** such partners. [2]
- (f) Using examples, assess the advantages and disadvantages of joint marketing initiatives for travel and tourism organisations such as English Heritage. [12]
- [Total: 36]

- 3 (a)** What is meant by the 'travel trade'? [1]
- (b) (i)** English Heritage offers the travel trade 15% discounts at all its sites (except Stonehenge). Explain what is meant by the term 'discount pricing.' [2]
- (ii)** Suggest and justify other pricing policies that could be used by English Heritage. [9]
- (c)** English Heritage receives an excellent rate of response to its postal survey of members. Apart from postal surveys, evaluate other forms of market research that may be appropriate for English Heritage. [12]
- (d)** Assess why it is important that English Heritage operates in accordance with the law when preparing marketing communications. [9]

[Total: 33]

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