OCR
RECOGNISING ACHIEVEMENT

ADVANCED GCE

APPLIED TRAVEL AND TOURISM

G734

Unit 15: Marketing in Travel and Tourism

Candidates answer on the question paper

OCR Supplied Materials:
- Clean copy Case Study

Other Materials Required:
None

Wednesday 17 June 2009
Afternoon

Duration: 2 hours

Candidate Forename		Candidate Surname	

Centre Number						Candidate Number				

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.

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**.
- This document consists of **12** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
Total			

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1 **(a)** **(i)** Explain the term niche marketing.

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..... **[2]**

(ii) Identify **two** niche markets targeted by Visit Chester & Cheshire (VCC).

1. .....

2. ..... **[2]**

(b) Explain **two** benefits to rural tourism businesses of working with CREATE.

1. .....

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2. .....

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..... **[4]**

(c) Discuss the advantages and disadvantages to VCC of working with a PR agency.

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(d) Discuss the likely benefits to VCC members of the NewWoman competition in **Fig. 6**.

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(e) Evaluate suitable sales promotions that organisations such as VCC could use to encourage travel trade awareness of the area.

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..... **[9]**

[Total: 41]

2 **(a)** What is meant by SMART?

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..... **[2]**

(b) Assess the likely effectiveness of the activities identified in **Fig. 3** in achieving VCC's **overseas** marketing objective.

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(c) **(i)** Apart from online questionnaires, suggest **two** other forms of market research that VCC could use.

1. .....

2. ..... **[2]**

(ii) Outline **one** advantage and **one** disadvantage to travel and tourism organisations such as VCC of using an online questionnaire.

Advantage: .....

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Disadvantage: .....

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..... **[4]**

(d) Discuss reasons why primary research is an essential tool for travel and tourism organisations such as VCC.

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[Total: 32]

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3 **(a)** Explain the term familiarisation visit.

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..... **[2]**

(b) Evaluate direct marketing techniques that would be suitable for VCC to use in the **domestic** market.

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(c) Explain **two** ways in which the requirements of legislation affect the marketing communications of VCC members.

1. .....

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2. .....

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..... **[4]**

(d) Evaluate the benefits to tourism businesses in Cheshire of participating in joint marketing initiatives.

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[Total: 27]

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