

**ADVANCED GCE UNIT  
APPLIED TRAVEL AND TOURISM**

**G734**

Unit 15: Marketing in Travel and Tourism

**MONDAY 29 JANUARY 2007**

Morning

Time: 2 hours

Additional materials: Answer Booklet (8 pages)  
Pre-released case study material (clean copy)



**INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- 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.

**ADVICE TO CANDIDATES**

- Read each question carefully and make sure you know what you have to do before starting your answer.

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

**Refer to the Case Study material for all questions.**

1 Center Parcs has a mission statement.

(a) Explain **two** benefits to Center Parcs of having a mission statement. [4]

Center Parcs uses questionnaires to provide valuable feedback.

(b) Explain each of the following terms:

(i) qualitative research; [2]

(ii) quantitative research. [2]

The results from the questionnaires completed by guests at Center Parcs must comply with the Data Protection Act 1998.

(c) State **three** requirements of the Act which Center Parcs must meet. [3]

(d) Apart from questionnaires, evaluate **three** forms of primary marketing research Center Parcs could use. [9]

Empty nesters are one of the market segments targeted by Center Parcs.

(e) (i) Describe the characteristics of empty nesters. [3]

(ii) Evaluate the **advantages** and **disadvantages** to Center Parcs of market segmentation. [8]

[Total: 31]

2 (a) Explain **one** way in which the acquisition of Oasis, Whinfell Forest, altered the marketing mix of Center Parcs. [3]

(b) (i) Explain the term branding. [2]

(ii) Assess the advantages to Center Parcs of being promoted under the Cresta brand. [8]

(c) Using the AIDA model, assess the effectiveness of Fig. 7. [12]

(d) Evaluate the appropriateness of the advertising media used by Center Parcs. [12]

[Total: 37]

3 Center Parcs uses a variety of sales promotion and themed breaks to encourage both new and repeat visitors.

(a) Compare and contrast the effectiveness of

- sales promotion
- themed breaks

in attracting **leisure** visitors to Center Parcs. [12]

(b) (i) Draw and label a product life cycle diagram. [4]

(ii) At which stage of the product life cycle model would you place Center Parcs? Justify your choice. [4]

(c) Evaluate how a PEST analysis may influence the marketing decisions of Center Parcs. [12]

[Total: 32]

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