

Tuesday 21 June 2016 – Afternoon

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01 Marketing in Travel and Tourism

Candidates answer on the Question Paper.

OCR supplied materials:

Clean copy Case Study

Other materials required:

Duration: 2 hours



Candidate forename				Candidate surname			
Centre number	er			Candidate nu	ımber		

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. HB pencil may be used for graphs and diagrams only.
- Answer all the questions.
- 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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- 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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(c)	Discuss the possible reasons why organisations would wish to sponsor events, such as those held in Hyde Park. [9]

(d)	Assess the possible benefits to London Tourism of working with other national marketing bodies.
	F03
	[6]

2	(a)	Describe what is meant by the term brand positioning and give an example of how it can be used in the travel and tourism industry.
		[4]
	(b)	London Tourism has a marketing objective to develop an online database of London tourism products. Discuss the possible benefits to customers of using this database. [9]

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(C)	Wembley Stadium has received many tripadvisor reviews. Assess the advantages and disadvantages to travel and tourism providers of review site such as tripadvisor. [12]	

	8
(a)	Explain two purposes of a Public Relations (PR) strategy.
	1
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	[4]
(b)	Over 92% of customers surveyed would recommend the London Pass to friends or family. Other than by using a survey, explain two research methods that London Pass could use to assess the success of the discount card.
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(d)	Discounting is a popular form of a pricing policy. Justify one other form of pricing policy that might be suitable for London attractions.
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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

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