



Oxford Cambridge and RSA

Tuesday 21 June 2016 – Afternoon

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01 Marketing in Travel and Tourism

Candidates answer on the Question Paper.

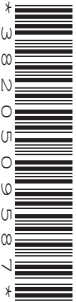
OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

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. 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.

1 (a) Explain **two** likely benefits to visitors of using the London app.

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[4]

(b) Hyde Park Events collects names and addresses of its customers. Explain **two** purposes of the Data Protection Act 1998. [6]

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

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ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.

A large rectangular area for writing, bounded by a solid vertical line on the left and horizontal dotted lines on the top, bottom, and right. The area is currently blank.

A large area of the page is reserved for writing, featuring a vertical solid line on the left side and horizontal dotted lines extending across the page.



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