

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Unit 15: Marketing in Travel and Tourism

G734

Candidates answer on the question paper

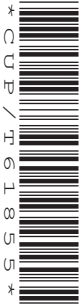
OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:
None

Wednesday 17 June 2009
Afternoon

Duration: 2 hours



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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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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..... [12]

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

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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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..... [9]

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

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

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