

Fig. 1.1 for Question 1

Lesotho has many tourism features, including outstanding natural beauty, mountains, waterfalls, National Parks and its unique Basotho culture. These features help the country become more competitive in the international tourism industry. Many international tourists see Lesotho as an 'add-on' destination as it is near to South Africa.

Lesotho Tourism and Development Corporation (LTDC) has been running the 'Visit your country first' campaign since 2012. Domestic tourism in Lesotho has been identified as a market requiring further development. This is needed to reduce tourism leakages caused by local residents choosing neighbouring South African destinations for holidays.

The main purposes of the campaign are to:

- encourage domestic travel
- create awareness of tourist attractions in Lesotho
- position Lesotho as a first-choice destination for domestic tourism

LTDC promotes domestic tourism via radio programmes on local radio stations, by advertising on billboards in the country and conducts tourism road shows. The campaign is also promoted online via LTDC's website and social media accounts.

Fig. 1.1**Fig. 2.1 for Question 2**

The world's first food-based theme park opened in Italy in 2017. Aiming to attract six million food lovers each year, the site comprises 20 acres of parkland in the Italian countryside with food as the main attraction. It includes:

- 25 themed restaurants
- 40 workshops and interactive attractions
- six virtual reality experiences
- working farms
- gardens growing herbs, olives and fruit

The park is both entertaining and educational about Italian cuisine. It showcases food production from beginning to end, including wood-fired pizza ovens and hand-made pasta. The park offers event or party bookings so visitors can learn to cook like a real chef!

Visitors can hire bicycles, with a basket on the handlebar ready to go shopping in the world's biggest green market or use hop-on buses which operate throughout the park.

In 2018 the park opened a 200 room hotel, allowing visitors to book a complete package.

Admission is €10, with concessions for students and the elderly. Discounts are available for groups of 10+. The attraction has disabled access and is suitable for all ages.

Fig. 2.1

Fig. 3.1 for Question 3

Fall in love with island life as you spend seven nights on the island of Koh Samui in Thailand, just a one-hour flight from Bangkok. For \$1,049 for two adults:

- stay in a one-bedroom villa in Koh Samui
- daily breakfasts
- return shuttle bus airport transfers
- for a limited time only, also includes 4 × 60-minutes of wellness treatments in the resort spa

One child under the age of 11 stays and eats for free!

Tailor-made experiences are available but may incur an additional cost. For example:

- enjoy in-villa dining with a private chef or book a table at the Rockpool Restaurant
- upgrade to an exclusive two or three-bedroom villa
- arrange for the resort to collect you by car from the airport



Exclusive online deal: Save 20% using the code KS20

Alternatively phone our customer service team or ask at your local travel agents

Fig. 3.1**Fig. 4.1 for Question 4**

Napa County is an area in the northern part of the state of California, in the USA. Visit Napa County, the area's tourism authority, recently carried out the following market research:

- A self-completion questionnaire of staying guests was conducted at a range of different accommodation types in the county to determine the types of visitors that came to Napa County and stayed in paid accommodation. Occupancy rates average 70%.
- An interview was conducted on a random sample of visitors at a number of Napa County locations and attractions to understand more about 'visiting friends and relatives' visitors (VFRs) and day-trippers.
- Sales records from hotels and tourist attractions were also used to estimate visitor spending in the area.

From this market research, Visit Napa County developed a detailed visitor profile.

Fig. 4.1

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