

Question 1

Refer to Fig. 1.1 (Insert), an advertisement for a holiday offered by Rainforest Rancho, a tour operator specialising in rainforest holidays.

(a) (i) Identify **two** leisure activities offered as part of the Rainforest Bunkhouse experience.

- 1
- 2 [2]

(ii) Identify **two** features of the Rainforest Bunkhouse experience offered for the personal safety of guests.

- 1
- 2 [2]

(b) Explain **three** ways Rainforest Rancho might modify its products to cater for different market segments.

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- [6]

(c) Explain **two** factors likely to affect the price paid by customers of Rainforest Rancho.

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Question 2

Refer to Fig. 2.1 (Insert), information about the Jordan Tourism Board and the market research it carries out. Jordan is a country in the Middle East.

(a) (i) Using an example, define what is meant by the term 'source market'.

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(ii) Give **two** examples of how tourist behaviour might change.

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(b) Explain **three** reasons why exit surveys might be used in tourism market research.

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Question 3

Refer to Fig. 3.1 (Insert), information about the Switzerland Convention and Incentive Bureau (SCIB). Switzerland is a country in Europe.

(a) (i) Using an example, define the term ‘incentive tourism’.

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(ii) Describe **one** incentive activity offered by SCIB.

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(b) Explain the likely appeal of the following services offered by SCIB:

contacts with suppliers in the meetings industry

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airport meet and greet

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distribution of event materials to local hotels.....

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[6]

(c) Explain **three** reasons why Switzerland is described as an accessible destination.

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(c) Explain **two** ways that smart technology might benefit tourists to the city.

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