

- 1 Refer to Fig. 1.1 (Insert), promotional material from We Do City Breaks, a tour operator, advertising city break holidays.

(a) (i) Describe, using an example, what a city break holiday is.

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(ii) Identify **two** likely target markets for the recommended Barcelona city break.

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(b) Explain **three** ancillary services this tour operator could develop as part of its product portfolio.

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- (c) Explain **two** ways the promotional material in Fig. 1.1 has successfully adopted the AIDA principle.

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2 Refer to Fig. 2.1 (Insert), a news item about product modification in budget airlines.

(a) (i) State **two** features of the budget airline product.

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(ii) Low cost carriers segment the market in several ways, including geographical segmentation.

Use an example to describe what is meant by the term 'geographical segmentation'.

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(b) Explain **three** factors of price which affect the products and services offered by budget airlines.

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(c) Explain **two** reasons why budget airlines use the internet to distribute their products.

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3 Refer to Fig. 3.1 (Insert), a press release about the Silk Road Tourism Festival held in Gansu Province, China.

(a) (i) Identify **two** forms of public relations (PR) used to promote the Silk Road Tourism Festival.

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(ii) Describe, using a relevant travel and tourism example, what is meant by the term 'joint marketing'.

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(b) Explain **three** benefits to an overseas travel agent of winning a tourism industry award in China.

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- (c) Explain **two** ways an international tourism festival, such as the Silk Road Tourism Festival, can lead to repeat visits by tourists.

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4 Refer to Fig. 4.1 (Insert), information about tourism in Australia.

(a) Describe **two** likely methods of promotion used by Tourism Australia.

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(b) Explain **three** reasons why tourism organisations carry out market research.

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(c) Explain **two** ways Tourism Australia might use information about its key source markets.

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