

Question 1

Refer to Fig. 1 (Insert), information on a website about Acadia National Park. Acadia is in Maine, a state on the northeast coast of the USA.

(a) Using Fig. 1 (Insert) identify the following:

(i) **two** characteristics of a National Park.

- 1
- 2 [2]

(ii) **two** natural features which may attract visitors to the Acadia National Park.

- 1
- 2 [2]

(b) Explain briefly **three** reasons why a website might be a suitable method of promoting a visitor attraction, such as Acadia National Park.

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- 2
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- 3
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(c) Explain fully **two** advantages to the Acadia National Park authority of developing its product to attract school groups.

Advantage 1

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Advantage 2

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Question 2

Refer to Fig. 2 (Insert), information about food tourism in the Republic of Ireland, a country in Western Europe.

(a) Using Fig. 2 (Insert) identify the following:

(i) **two** threats to the Republic of Ireland’s food tourism industry.

- 1
- 2 [2]

(ii) **two** examples of catering facilities which provide Irish food for visitors.

- 1
- 2 [2]

(b) Explain briefly how each of the following might be used by organisations, such as Tourism Ireland, to create a brand image:

- slogan

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- target market segment

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- product

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(c) Other than creating a brand image, explain fully **two** roles that organisations, such as Tourism Ireland, are likely to play in the marketing process.

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Question 3

Refer to Fig. 3 (Insert), an advertisement for a package holiday to the Kalami resort on the Mediterranean island of Corfu.

(a) Using Fig. 3 (Insert) identify the following:

(i) **two** ways in which this holiday package offers value for money.

- 1
- 2 [2]

(ii) **two** components of this package holiday.

- 1
- 2 [2]

(b) Explain briefly how **each** of the following locational factors might influence a tour operator, such as Sunkavos Holidays, when choosing a holiday destination:

- adjacent facilities

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- character of area

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- availability of staff

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(c) Explain fully **two** reasons why tour operators, such as Sunkavos Holidays, might choose to offer all-inclusive packages as part of its product range.

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(c) Explain fully **two** ways in which the following aspects of the marketing mix could be used to attract tourists to Queensland:

- product

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- price

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