



**Question 1**

Refer to Fig. 1.1 (Insert), a summary of Spain’s position on the product lifecycle model.

**(a)** Describe **two** characteristics of a mature destination.

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2 .....

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[4]

**(b)** Explain **three** reasons why visitors no longer find some parts of Spain appealing.

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3 .....

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[6]

(c) Explain **two** reasons why discount pricing is suitable for some Spanish destinations.

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[6]



**Question 2**

Refer to Fig. 2.1 (Insert), information about the Singapore Night Race, a sporting event. Singapore is a country in Asia.

(a) Describe **two** purposes of tourism sponsorship.

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[4]

(b) Explain **three** reasons for the popularity of sporting events as a tourist activity.

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[6]

(c) Explain **two** reasons why timing is an important aspect of a promotional campaign for the annual Singapore Night Race.

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[6]



**Question 3**

Refer to Fig. 3.1 (Insert), an advertisement for a special interest package to Prince Edward Island (PEI) in Canada.

(a) (i) Define, using an example, what is meant by the term 'double occupancy'.

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..... [2]

(ii) Suggest **two** benefits to the tour operator of using the double occupancy strategy.

1 .....  
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2 .....  
..... [2]

(b) Explain **three** ways the advertised special interest package has been tailored to the needs of the customer.

1 .....  
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2 .....  
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..... [6]



(c) Identify **two** ways the advertised package might be perishable. For **each**, suggest how the tour operator might overcome the issue.

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2 .....

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[6]



**Question 4**

Refer to Fig. 4.1 (Insert), information about tourism subsidies in Kerala, a region in India.

(a) (i) Define, using an example, what is meant by the term 'star classification'.

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..... [2]

(ii) Give **two** reasons why star classifications are important when marketing tourism within a destination.

1 .....  
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2 .....  
..... [2]

(b) Explain **three** likely reasons why the Department of Tourism in Kerala is offering tourism subsidies.

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2 .....  
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3 .....  
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..... [6]

(c) Explain **two** ways the internet might help the Department of Tourism promote the subsidy scheme.

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[6]



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