





(c) Explain **two** benefits of LEDCs, such as Cuba, developing a tourism industry.

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2 .....

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[6]



**Question 2**

Refer to Fig. 2 (Insert), information about National Tourism Organisations (NTOs).

**(a)** Explain why an NTO performs the following functions:

research .....

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overseas publicity .....

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[4]

**(b)** NTOs are non-commercial organisations.

**(i)** Define the term ‘non-commercial organisation’.

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[2]

**(ii)** Describe **two** ways non-commercial organisations generate income.

1 .....

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2 .....

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[4]

(c) Explain **three** ways that NTOs contribute to the quality of the customer experience within a destination.

1 .....

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3 .....

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[6]



**Question 3**

(a) State **two** different types of internal customer. Give an example for each type within the context of a hotel.

internal customer 1 .....

example .....

internal customer 2 .....

example .....

[4]

(b) Explain **three** ways a hotel can meet the needs of its external customers.

1 .....

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2 .....

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3 .....

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[6]







**Question 4**

Refer to Fig. 3 (Insert), a photograph of a rural location.

- (a) Give **two** examples of adventure tourism activities which could take place in the location shown in Fig. 3. For each one give a reason why this location is suitable for the activity.

activity .....

reason .....

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activity .....

reason .....

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[4]

- (b) Describe **three** ways the cost/quality ratio of adventure tourism products can be adapted to appeal to a wider target market.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **three** social factors that might encourage the development of adventure tourism.

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3 .....

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[6]







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