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| 1108866Q-AZRPDPA130815Z3~AZ32271108866QNQ.JPG | **Tourism 12 BL** Substantive Activity  **Teacher: Alyssa Shore** |
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Student Name Date

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Substantive Activity (worth 5% of final course mark)

* Choose 2 provinces or territories. Answer the following in full sentences on a separate page for each.
  + Find 10 random facts about it – try to make them things that people haven’t heard before (ie White River, Ont. is the home of Winnie the Pooh).
  + What is one of their big tourist destinations?
  + What market segmentation would enjoy this the most? Give details from each category (geographic/psychographic/demographic)
  + Go to the tourism website of the province. How many people visited the province in the last year (you may need to go to the Destination Canada website to find this)?

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| Date Received Substantive Activity | Date Marked  By Teacher | Date of  Funding Claimed |
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