

In your answers you will be assessed on how well you:

- demonstrate relevant knowledge and understanding
- communicate ideas and information, using precise industry terminology and appropriate workplace examples
- organise information in a well-reasoned and cohesive response
- solve proposed issues or problems

Question 24 (15 marks)

You are employed in a travel agency that has a policy of selling preferred products. A client wishes to book a day tour to the Blue Mountains on 25 November. The tour operated by Blue Mountains Experiences is the preferred product. However, you sell the client a tour operated by Mountain Escape Tours which is a non-preferred product.

Blue Mountains Experiences

DAILY
6 October to 30 April

A tour for those who want only the scenic highlights of the Blue Mountains (no wildlife). Experience the Three Sisters, Katoomba, the Scenic Railway and Skyway (one included), Cliff Drive and Govett's Leap. With the added bonus of getting back to Sydney mid-afternoon, squeeze in some shopping, put your feet up, organise your evening or just soak in that tub.

DAILY

\$85.00

FARE INCLUDES
Admission to Scenic Railway or Skyway

TOUR NO. 74N

DEPARTS: 8.30 am RETURNS: 3.15 pm approx.
Star City coach terminal, Pirrama Rd, Darling Harbour or from your hotel.

\$82.00 Concession
\$42.50 Child
Fares include GST

Mountain Escape Tours

Tour 284
Full Day Tour

☆☆☆☆

Blue Mountains, Three Sisters, Cuddle a Koala

Operates: DAILY
Including Christmas Day

Departs: 8.40 am

Returns: 5.45 pm

\$94.00

Concession: \$86.00
Child: \$47.00
Fares include GST

Fare Includes: Admission to Wildlife Park

Crisp, clean mountain-top air with distant blue haze horizons overlooking awesome canyons with rainforest carpeting the valley floor. Waterfalls, sleepy hamlets and the rich warm smell of the Australian bush make this a very special place for every visitor.

With reference to the two brochure extracts, write a memorandum to your manager justifying your decision to sell the non-preferred product to your client. Your answer must demonstrate your understanding of preferred product status and the implications of your decision for the travel agency.

End of paper