Teacher Answer Key

Case Study

1. Factors included a surge in tourist demand, warm weather, social media marketing, and limited competition boosting overall prices.

2. Lila's strong brand identity, loyal customer base, and unique flavor offerings helped retain customers despite a competitor's discounts.

Multiple Choice

1. A

2. B

3. D

Matching

1-E, 2-C, 3-A, 4-B, 5-D

Fill-in-the-Blank

1) urgency, 2) limited-time, 3) prices

Short Answer (Sample Responses)

Q1: Tourism injects money into local service industries like hotels, restaurants, and souvenir shops, creating jobs and increasing revenue. Examples include beach towns thriving on hotel bookings, restaurants expanding hours, and local attractions running extended summer events.

Q2: Businesses raise prices to capitalize on high demand, but if prices become too high, customers may choose alternatives or postpone purchases. This could result in a sudden drop in sales and damage to the business's reputation.

Q3: Technology allows faster service, customer convenience, and broader marketing outreach. Online ordering apps can attract new customers, streamline operations, and even enable dynamic pricing adjustments based on real-time demand.