**Activity**

France is the most visited tourist country in the world, with over 80 million visitors   
each year; the USA is second with 63m visitors.

1. Investigate the most popular tourist cities in Europe.
2. Using demand theory, explain the factors that make these cities so popular.

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**Exam practice**

Using an appropriate demand diagram, explain the impact on the demand for Apple smartphones in the following cases:

1. An increase in the price of Apple smartphones. [4]

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1. An increase in the price of Samsung smartphones. [4]

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1. An increase in consumer incomes. [4]

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1. A successful advertising campaign promoting Samsung's latest smartphones. [4]

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