



ICM

JUNE 2017

STRUCTURE OF TRAVEL & TOURISM

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Discuss the range of opportunities and strategies employed in an attempt to control and manage sustainable tourism within a region. [20]
 2. Outline and describe the TEN principal responsibilities local authorities have when providing tourism facilities. [20]
 3.
 - a) Explain the role of travel agents as a component of the tourism industry and their relationship with other sectors of the industry. [10]
 - b) List and describe the TEN competences and activities required to be performed on a daily basis by the staff working within a travel agency. [10]
 4.
 - a) Describe and illustrate with a model or diagram the place of the tour operator in the tourism system. [8 + 2 for diagram]
 - b) List and describe the FIVE key legal elements in package holiday legislation as laid down in 1993 by the EU Directive on Package Travel. [10]
 5. Describe how EACH of the following types of tourism have developed over the last decade, using your own country or a country that you are familiar with as an example:
 - a) Spa tourism
 - b) Rural tourism
 - c) Urban tourism
 - d) Agritourism [20]
 6.
 - a) Describe the impact on the travel industry and traveller of the expansion and development of vertical and horizontal integration within the industry. [10]
 - b) Explain how ABTA aids its members and also serves the interests of consumers. [10]
 7.
 - a) Explain your understanding of the motivation process by illustrating with a chart or diagram. [7 + 3 for model]
 - b) Describe how the AIDA model influences the buying behaviour and decision-making process of the potential holiday client. [10]
 8.
 - a) Describe and illustrate the relationship between cost, price, and demand, for a developing overseas tourism destination. [8 + 2 for model]
 - b) The flow of tourists between generating and receiving areas can be measured in FOUR distinct ways. Describe the effects EACH of these four impacts have on a tourism economic region. [10]