



ICM

SEPTEMBER 2016

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. a) Explain in detail THREE key factors which help to stimulate the success of a tourist destination. [12]
b) Explain the difference between the characteristics of a tourist and the composition of the tour. [8]
 - 2. Expand on the following headings, outlining the changing patterns and requirements for travel:
 - a) Business travel
 - b) The conference and incentive travel business
 - c) The all-inclusive holiday
 - d) Factors influencing tourism demand [20]
 - 3. Describe in detail, and illustrate with a chart or model, the working functions of the tourism income multiplier. [16 + 4 for chart/model]
 - 4. a) Explain and illustrate the benefits of studying and applying S. Plog's allocentric-
psychocentric model of personality and travel destination choice. [8 + 4 for model]
b) Explain how the AIDA model can influence the buying behaviour and decision making
of the potential traveller. [8]
 - 5. Planning for the introduction of a new tour programme or destination will take up to two years. Describe EACH of the following stages in this process:
 - a) Research and planning
 - b) Negotiation
 - c) Administration
 - d) Marketing [20]
 - 6. a) List and describe TEN skill-related competences required by travel agency staff in their daily
client communication. [10]
b) Describe in detail the THREE areas of customer contact and communication skills required by
travel consultants to demonstrate effective image and professionalism. [10]
 - 7. When organising public sector tourism, describe the functional requirements of EACH of the following:
 - a) Planning and control
 - b) Marketing
 - c) Financial management
 - d) Coordination [20]
 - 8. a) Explain the socio-cultural effects of tourism on a newly developed destination. [12]
b) Explain and describe TWO methods by which sustainable tourism and the impact on indigenous
populations can be managed. [8]