



MANAGEMENT OF TRAVEL & TOURISM OPERATIONS

Friday 3rd June 2022

Time allowed

Three hours

Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.

ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Suggest the ways in which tour operators use brochures to advertise the launch of new travel destinations. Use examples to support your suggestion. [20 marks]
2. Explain the importance of positioning to a travel destination. Use examples to support your explanation. [20 marks]
3. Discuss the importance of tourists having sufficient space as part of the tourism product. Use examples to support your discussion. [20 marks]
4. Explain the concept of leakage and prevention of leakage in the context of the tourism sector. [20 marks]
5. Describe the main characteristics of general interest tourism. Use examples to support your description. [20 marks]
6. Explain Levitt's (1965) Product Life Cycle Model. Use examples to support your explanation. [20 marks]
7. Explain key pricing criteria in relation to tourism products. Use examples to support your explanation. [20 marks]
8. Discuss internal and external influences on the sustainability objectives of a travel destination. Use examples to support your discussion. [20 marks]

END OF QUESTIONS