



ICM

SEPTEMBER 2015

MANAGEMENT OF TRAVEL & TOURISM OPERATIONS

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) The tourist product can be differentiated into FOUR inherent features and THREE created features. Compare and contrast EACH of these elements. [12]
 - b) Analyse the reasons why destinations often diversify their products. [8]
 2.
 - a) Explain and illustrate the FOUR stages of the life cycle concept. [6 + 4 for model]
 - b) Compare and contrast the internal and external influences that can prejudice a destination's sustainability objectives. [10]
 3. Identify and analyse TEN ways in which the performance of the tour operator can be monitored. [20]
 4.
 - a) Identify and analyse SIX practical examples of leakage reduction within an economy which may be introduced without handicapping the product and the marketing mix. [12]
 - b) Differing rates of inflation cause changes in exchange rates and compensating price adjustments are needed to maintain the status quo. Identify and analyse THREE examples of economic strategies which also influence exchange rates. [8]
 5. In tourism people buy something unseen, often far away, paid for in advance and consumed in a foreign environment. Analyse the proposition that these circumstances require certain kinds of consumer protection and that the travel trade is regulated accordingly. [20]
 6. Provide examples and analyse the principles of sound planning regulation for EACH of the following:
 - a) The national level
 - b) The regional level
 - c) The local level[20]
 7. Explain how successful tourism can be achieved by both the public and private sector for EACH of the following:
 - a) Marketing
 - b) Financial
 - c) Operational
 - d) Human resources[20]
 8. Analyse and evaluate the factors that influence a destination's accommodation facilities. [20]