



# ICM

SEPTEMBER 2015

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