



ICM

SEPTEMBER 2015

TOURISM & THE ENVIRONMENT

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 []
1. a) Explain the reasons why leakage is a bigger problem for developing countries than it is for developed countries. [10]
b) Describe the difference between visible and invisible imports and exports. [10]
2. a) Many of the worst effects tourism can have on the natural and man-made environment can be controlled or prevented altogether. Discuss and describe ways in which controls can be implemented and administered. Provide examples from your own country or a worldwide destination with which you are familiar. [12]
b) Describe the difference between the following environmental terms:
i Rehabilitation
ii Conservation [8]
3. a) Explain how countries promote themselves overseas in order to attract tourists. [10]
b) Describe how Tourist Information Centres contribute to tourism promotion. [10]
4. a) Explain the difficulties for the hospitality industry in accommodating tourists from different socio-demographic profiles for EACH of the following headings:
i Standards and classification
ii Price ratios
iii Service and hospitality
iv Facilities [12]
b) Describe the current issues and trends in accommodation and catering. [8]
5. a) Comment on the ways tour operators and travel agents help to develop new travel markets, with reference to EACH of the following headings:
i Seasonality
ii Price ratios
iii Destinations
iv Activity [12]
b) Describe the crucial role of ABTA within the travel industry. [8]
6. a) Describe the important changes and developments that have taken place over the last decade for EACH of the following forms of transport:
i Water transport
ii Air
iii Rail
iv Land transport [12]
b) How might increased fuel costs impact on the travel industry in the near future? [8]
7. a) Discuss the factors that influence travel around the world for EACH of the following headings:
i The retired market
ii Seasonality
iii Cultural
iv Political
v Natural environment [12]
b) Define the terms **tourist** and **tourism**. [8]

continued overleaf

8. a) Describe the special characteristics of tourism employment for EACH of the following headings:
- i Seasonality
 - ii Skills development
 - iii Job opportunities
 - iv Job development
- b) Explain how direct tourism employment differs from indirect tourism employment.

[12]

[8]