



ICM

SEPTEMBER 2015

TRAVEL & TOURISM DEVELOPMENT

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. Explain in depth how sustainable tourism has been formally incorporated into the agendas of tourism and non-tourism organisations at the global, regional and national level. Illustrate your answer with examples from your home country. [20]
 2. 'Financial viability is important in any model of sustainable tourism development.' Explore and analyse this statement and illustrate with appropriate examples of destinations with which you are familiar. [20]
 3. Analyse and evaluate the potential problems and weaknesses associated with alternative tourism. [20]
 4. Assess in depth the conventional mass tourism industry with respect to the advantages it has over small businesses in implementing sustainable tourism measures. [20]
 5. Briefly explain the strategic role and significance of EACH of the following within the broader tourism system:
 - a) Travel agencies
 - b) Guidebooks
 - c) Outbound tour operators
 - d) Airlines
 - e) Cruise ships
 - f) The hospitality sector[20]
 6. Analyse and evaluate examples of best practice quality control in sustainable tourism, especially at the certification and accreditation level. [20]
 7. Compare and contrast the distinctive qualities of special events that influence the sustainability issue. [20]
 8. Analyse and evaluate the strategies by which visitor behaviour can be positively modified through effective education, including persuasion and interpretation. [20]