



ICM

DECEMBER 2016

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 []
1. a) Critically explore and evaluate the main characteristics of a **quality circle**. [10]
b) Explain and analyse the concept of **product re-engineering** in relation to the improved quality of a resort and the standard of the tourism product. [10]
2. a) Explain your understanding of the term **travel motivators** and critically evaluate the importance of EACH of the following in that context:
i Discovery
ii Stimulation
iii Freedom [12]
b) Identify and analyse the FOUR facets of the **visitor expectation marketing mix**. [8]
3. a) Compare and contrast THREE reasons why the product life cycle does not usually apply to a total tourist destination. [12]
b) Analyse EACH of the following types of destination, with appropriate examples for EACH category:
i Resort destination
ii Special interest destination
iii Micro-destination
iv New destination [8]
4. a) Analyse concisely SIX ways in which tourism leakage can be reduced without handicapping the product and the marketing mix. [12]
b) Identify and critically evaluate the reasons why it is difficult to measure tourism economic activity. [8]
5. a) Compare and critically evaluate SIX ways in which carrying capacity can be improved in a sustainable way. [12]
b) Analyse the measures and controls that can be implemented in the management of land use, planning and development. [8]
6. a) Explore ways in which accommodation classification and grading systems can be effective for EACH of the following types of visitors:
i Leisure visitors
ii Business tourists [12]
b) Explain and evaluate the weaknesses of **government classification systems**. [8]
7. The positioning matrix should be prepared at two levels: micro and macro. Compare and contrast their relative significance. [20]
8. a) Explain and critically evaluate the importance of EACH of the following tourism management initiatives used by governments:
i Fiscal and economic policy
ii Employment and social development
iii Legal framework [12]
b) With the aid of a model or diagram, explain the FIVE functions of management and evaluate the importance of EACH phase in the cycle. [5 + 3 for model]