



DECEMBER 2016

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) Explain and illustrate with a diagram the structure and nature of the hospitality sector and distinguish between the various categories of tourist accommodation and catering services. [8 + 4 for diagram]
 - b) Describe the difficulties in classifying and grading accommodation. [8]
 2.
 - a) Describe the place of the tour operator within the tourism system, illustrating your answer with a model or chart. [7 + 3 for chart]
 - b) Explain the nature of the tour operator's inclusive programme. [10]
 3.
 - a) Explain and describe the term **network sectors** within the tourism industry, illustrating your answer with a chart or model. [6 + 4 for model]
 - b) Explain the historical role of ABTA and its legislative influence on the UK travel trade and consumers. [10]
 4. Explain your understanding of EACH the following airline terminologies:
 - a) The five freedoms of the air
 - b) IATA
 - c) Deregulation of air transport
 - d) Hub and spoke systems [20]
 5. Discuss the factors which influence changes in tourism demand. [20]
 6.
 - a) Comment on the sustainable impact of large cruise vessels visiting small islands with regard to EACH of the following:
 - i Island economy
 - ii Infrastructure
 - iii Environment
 - iv Cultural awareness [12]
 - b) Explain the key factors which determine cruise demand. [8]
 7.
 - a) Explain the reasons why destinations rise and fall in popularity, illustrating your answer with a diagram or model. [9 + 3 for model]
 - b) Describe the SIX levels of socio-demographic segmentation by occupation. [8]
 8. What potential problems can you foresee in less-developed countries turning to tourism in order to boost their economy? Provide examples from a country with which you are familiar. [20]