



DECEMBER 2016

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 []
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1.
 - a) Explain the objectives of National Tourist Boards in contrast to Regional Tourist Boards, from your own country's perspective. [12]
 - b) Present the different arguments for public funding for Tourist Information Centres (TICs) on the one hand, and private funding for TICs on the other hand. [8]
 2.
 - a) The more profits and wages from tourism that leave a country, and the more goods that are imported to satisfy tourists, the less the country and its economy benefit from the tourism industry. Comment and discuss ways in which measures can be applied to control ever increasing leakage. [12]
 - b) Explain how a country with a negative travel balance can still have an overall balance of payments surplus. [8]
 3.
 - a) Describe the major factors which affect the level of international tourism throughout the world. [10]
 - b) Explain the reasons why tourism statistical data and surveys are difficult to measure and analyse accurately. [10]
 4. The belief that through communication tourism can bridge gaps and create understanding between different cultures and communities often falls short of the reality. Discuss. [20]
 5.
 - a) Describe the current issues and trends which affect the way tour operators and travel agents market and sell their products. [10]
 - b) Explain the current role of ABTA in regulating the British travel industry. [10]
 6.
 - a) Tourism employment has four particular characteristics while other industries share one or two – the combination of all four is unique to tourism. Discuss the reasons for these characteristics. [12]
 - b) Outline the key skills requirements for tourism employees. [8]
 7.
 - a) Explain why visitors must be managed in order to minimise the impact on historic, architectural or ancient tourist attractions. [10]
 - b) Describe the differences between sustainable tourism and eco-tourism. [10]
 8.
 - a) The requirements of tourists have altered considerably over the last decade. Comment and discuss these changes for EACH of the following elements:
 - i Transport
 - ii Cost
 - iii Technology
 - iv Product range
 - v Accommodation[15]
 - b) Define the terms **tourism** and **tourists** and differentiate between them. [5]