



ICM

DECEMBER 2016

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. Critically analyse how destination managers can use target marketing and demarketing to attract desired visitors and discourage those that are unwanted. [20]
 2.
 - a) Describe the usefulness of development standards as a means of ensuring the quality of tourism-related landscape modifications. [12]
 - b) Provide at least THREE examples of zoning and districting in your home country, or a country with which you are familiar, and explain their importance as a tool to increase sustainability. [8]
 3. Analyse and evaluate the factors that increase the likelihood that a quality control initiative in tourism will succeed as a mechanism for delivering sustainable tourism development. [20]
 4.
 - a) Explain in depth why attractions figure as the central element of the tourism system and examine the reasons for this dominant position. [12]
 - b) Critically review the relationship between carrying capacity and accessibility in influencing the sustainability of attractions. [8]
 5. Critically assess the conventional mass tourism industry with respect to the advantages it has over small businesses in implementing sustainable tourism measures. [20]
 6.
 - a) Differentiate between deliberate and circumstantial alternative tourism and explain why the distinction is important. [12]
 - b) Evaluate the importance of backpacking as a form of alternative tourism and explain some of its negative impacts as well as its positive impacts. [8]
 7.
 - a) Analyse and evaluate the importance of financial viability in any model of sustainable tourism. [12]
 - b) Explain the difference between direct, indirect, and induced impacts of tourism. [8]
 8.
 - a) Describe and analyse the growth and geographical diffusion of international tourism since World War Two. [12]
 - b) Explain why tourism can be said to have grown mainly to and within the more economically developed countries. [8]