



ICM

JUNE 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. Identify, analyse and evaluate the factors that influence a destination's accommodation facilities. [20]
 2. Analyse the differences in approach by the public and private sectors for EACH of the following in providing successful tourism management:
 - a) Marketing
 - b) Finance
 - c) Operations
 - d) Human resources [20]
 3. Provide examples and explain and analyse the principles of sound planning regulation at EACH of the following levels:
 - a) National
 - b) Regional
 - c) Local [20]
 4. In tourism people buy something unseen, often far away, paid for in advance and consumed in a foreign environment. These circumstances require certain kinds of consumer protection and appropriate regulation of the travel trade. Analyse and evaluate how these issues have been addressed in the UK and the broader European environment. [20]
 5.
 - a) Identify and analyse SIX practical examples of leakage reduction within an economy which may be implemented without handicapping the tourism product or the tourism marketing mix. [12]
 - b) Differing rates of inflation cause changes in exchange rates and compensating price adjustments are needed to maintain the status quo. Identify and critically evaluate THREE examples of economic strategies which also influence exchange rates. [8]
 6. Identify TEN elements where the performance of the tour operator can be monitored. Analyse and evaluate the significance of these elements in assessing tour operator success or failure. [20]
 7.
 - a) Identify and illustrate the FOUR stages of the life cycle concept. Evaluate the usefulness of this model in explaining the tourism development process. [6 + 4 for model]
 - b) Analyse the internal and external influences that can prejudice a destination's sustainability objectives. [10]
 8.
 - a) The tourist product can be differentiated into inherent features and created features. Compare and contrast these different elements. [12]
 - b) Explain and critically evaluate the reasons why destinations often diversify their products. [8]