



ICM

JUNE 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 ALL questions in Part A and any THREE questions in Part B
- c) Part A carries 40% of the marks and Part B carries 60% of the marks
- d) All questions carry equal marks. Marks for each question are shown in []

PART A

- 1. Discuss EACH of the following psychological and sociological factors influencing travel motivation:
 - a) The motivational process
 - b) Fashion and taste
 - c) Socio-demographic factors
 - d) Personality traits[20]

- 2. a) Write explanatory notes for EACH of the following headings when planning, marketing and constructing a package tour. In addition, identify the time framework required for this process.
 - i Research
 - ii Negotiating
 - iii Administration
 - iv Marketing[12]
- b) Explain EACH of the following tour operating terms:
 - i All-inclusive
 - ii Ancillary service
 - iii Seasonality
 - iv Long-haul[8]

PART B

- 3. a) Describe EACH of the following ancillary tourism services:
 - i Guides
 - ii Couriers
 - iii Insurance
 - iv Financial services[12]
- b) Comment on the role and value of trade press and travel guides to the tourism industry. [8]

- 4. Differentiate between linear and nodal tourism and between constructed and natural attractions and categorise them. [20]

- 5. a) Explain the difficulty in managing the social impact of tourism. [10]
- b) Describe the different aims of eco-tourism and sustainable tourism. [10]

- 6. a) For EACH of the following headings, write some explanatory notes on the difficulties of classifying and grading accommodation whilst also trying to attract varied tourism markets:
 - i Categorisation
 - ii Classification
 - iii Grading[12]
- b) The hotel product is made up of five characteristics. Describe EACH of these. [8]

- 7. In the world economy, describe the changes in society and in technology that encouraged the expansion of travel in the twentieth century. [20]

continued overleaf

8. What are the main purposes behind the collection of tourism statistics and why are they vital for the government of a country?

[20]