



ICM

JUNE 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 []
1. a) Explain how local Tourist Information Centres (TICs) contribute to tourism promotion. [10]
b) **Regional** and **national** tourist organisations may have differing tourism objectives. Provide examples of these objectives for BOTH types of organisation, giving reasons for their differing priorities. [10]
2. a) Many factors affect the level of international tourism throughout the world. Discuss how EACH of the following can affect the volume and direction of international tourism between two countries, giving actual examples:
i Exchange rate differentials
ii Political instability
iii Climate differences
iv Natural and man-made disasters [12]
b) Figures produced to help assess the scale of tourism development usually come in the form of arrivals and receipts. Explain the importance of these two measures for destinations and for governments. [8]
3. a) People travelling for pleasure – on holidays, day trips or short breaks – look for facilities and activities which will provide them with fun, entertainment or interest. Most people choose their destinations because of the facilities they expect to find there. Give THREE examples of attractions and activities for EACH of the following headings and also give an example of the socio-demographic market most suited to the activity:
i Natural attraction
ii Man-made attraction [12]
b) Since 1985 there has been unprecedented investment in leisure park development in northern Europe. Explain the reasons for this trend. [8]
4. a) Discuss the nature of tourism as an import/export and explain the potential contribution of tourism to a balance-of-payments surplus. [12]
b) Explain why leakage of income is a bigger problem for developing countries than it is for developed countries. [8]
5. a) Discuss ways in which some of the worst effects of tourism on the natural and man-made environment could be controlled or prevented altogether. [12]
b) It has been said that tourists often destroy the very thing they come to see. Discuss what is meant by this. [8]
6. a) Explain in detail the process by which a tour operator constructs a new holiday programme. You should illustrate your answer by way of a chart or model. [12]
b) Describe the role of ABTA in the event of the financial collapse of a tour operator or travel agency and how compensation is achieved for clients who may have lost money or require repatriation from their holiday destinations. [8]
7. Outline and discuss the special combination of tourism employment characteristics which is unique to tourism. [20]

continued overleaf

8. a) Explain the differences between a national hotel and accommodation classification system (which may be statutory in some countries) and private sector accommodation classification initiatives. Provide examples. [12]
- b) Discuss the relative advantages and disadvantages of an independent hotel as compared with a hotel which belongs to a chain or large group of hotels. [8]