



JUNE 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. Identify and critically evaluate the advantages and disadvantages of dispersal strategies which may be implemented in an effort to counter concentrations of tourist activity which result from rapid tourism development. Illustrate your analysis with examples of at least TWO dispersal strategies which are used in your home region to achieve the most environmentally, socio-culturally and financially sustainable outcomes. [20]
  2. Critically compare and contrast the potential costs and benefits of ecotourism when compared with other types of tourism. [20]
  3. The introduction of an ecotax in destinations may have both positive and negative impacts. Analyse the potential positive and negative impacts which may occur in a destination of your choice. Include a plan of implementation that reduces the negative impacts and maximises the positive effects. [20]
  4. When the broad context model of destination development is applied in tourist destinations, analyse and evaluate the potential outcomes. [20]
  5.
    - a) There are a number of levels and approaches to quality control in tourism. Analyse and differentiate between them. [12]
    - b) Organisations within the tourism industry often seek affiliation and certification with Ecolabels. Critically explore the key reasons for this. [8]
  6.
    - a) Identify and analyse the structure and major components of the formal tourism industry. [12]
    - b) Explain and critically evaluate the concept and practice of **green tourism**. [8]
  7.
    - a) Analyse and evaluate the potential problems and weaknesses associated with alternative tourism. [12]
    - b) Analyse EACH of the following tourist typologies and evaluate the differences between them:
      - i Psychocentric
      - ii Allocentric
      - iii Midcentric [8]
  8.
    - a) Critically analyse the problems associated with selecting, measuring, monitoring and evaluating sustainable tourism indicators. Evaluate the usefulness of applying the WTO framework of core sustainable tourism indicators. [12]
    - b) Identify and explain the different circumstances which require the application of comprehensive and minimalist models of sustainability. Critically compare and contrast the TWO approaches. [8]