



ICM

MARCH 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 []
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1. In order to be effective in organisations, quality circles require a key resource person in the role of facilitator. Explain in depth the characteristics of quality circles and highlight the role of the facilitator within them. [20]

 2. a) Critically examine issues with regard to feasibility involved in EACH of the following, illustrating your study with examples from your own country or a country with which you are familiar:
 - i Actual situation
 - ii Current needs
 - iii Future needs
 - iv Action steps [12]
 - b) Identify and compare at least FOUR possible methods for improving carrying capacity in destinations. [8]

 3. a) Identify and evaluate the different roles and purposes of classification and grading systems for the accommodation sector, illustrating your answer with a chart or model. [8 + 4 for chart or model]
 - b) Accommodation classification systems imposed and run by government often fail. Critically examine the reasons behind such failures. [8]

 4. a) Analyse and illustrate with examples the travel motivators involved in EACH of the following:
 - i Discovery
 - ii Stimulation
 - iii Freedom [12]
 - b) Identify the means by which surveys of visitors and their profiles, motivations and satisfactions are achieved. Explain why it is important to maintain an updated flow of this type of information. [8]

 5. Compare and contrast the differences between the approaches of the public sector and the private sector to EACH of the following:
 - a) Marketing
 - b) Finance
 - c) Operations
 - d) Human resources [20]

 6. a) Consumer protection and industry regulation are essential components of the tourism product given that it is intangible, often paid for long in advance and consumed in a foreign environment. Provide examples and describe the ways in which consumer protection aids the industry and the traveller. [12]
 - b) Explain and analyse the business relationship between tour operators and travel agencies. [8]

 7. a) Provide key examples of the way in which a destination is subject to constant change and in EACH case explain the factors behind the potential fluctuation. [12]
 - b) Explain the stages of the Product Life Cycle model and provide an analysis of the functions behind EACH stage. Illustrate your answer with a chart or diagram. [8]

continued overleaf

8. a) Analyse and compare the essential components of the **tourism product** which ensure destination sustainability. [12]
- b) Explain and illustrate the concept of the **intangibility of the tourism product** and provide an analysis of why it is difficult to measure. [8]