



# ICM

MARCH 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 any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Examine the range of opportunities and strategies employed in an attempt to control and manage sustainable tourism within a region. [20]
  2. Identify and explain the TEN principal responsibilities local authorities have when providing tourism facilities. [20]
  3.
    - a) Explain the role of travel agents as a component of the tourism industry and their relationship with other sectors of the industry. [10]
    - b) Identify the TEN competences and activities required to be performed on a daily basis by the staff working within a travel agency and give examples of how they are applied. [10]
  4.
    - a) Illustrating with a model or diagram, analyse the place and role of the tour operator in the tourism system. [8 + 2 for diagram]
    - b) List and describe the FIVE key legal elements in the package holiday legislation of 1993 as specified by the EU Directive on Package Travel. [10]
  5. Highlight how EACH of the following types of tourism have developed over the last decade, using your own country or a country that you are familiar with as an example:
    - a) Spa tourism
    - b) Rural tourism
    - c) Urban tourism
    - d) Agritourism [20]
  6.
    - a) The expansion and development of vertical and horizontal integration have had a significant impact on the travel industry and the traveller. Describe the main effects of these processes. [10]
    - b) Explain how ABTA assists its members by serving the interests of travel consumers. [10]
  7.
    - a) Illustrate the motivation process with a chart or diagram and explain your understanding of it. [7 + 3 for chart]
    - b) Outline the AIDA model and discuss how it influences the buying behaviour and decision making process of the potential holiday client. [10]
  8.
    - a) Analyse the causal relationship between cost, price and demand for a developing overseas tourism destination and illustrate the relationship with a model. [8 + 2 for model]
    - b) The flow of tourists between generating and receiving areas can be measured in four distinct ways. Examine the effects EACH of these FOUR impacts has on a tourism economic region. [10]