



ICM

MARCH 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) Transport networks are essential to the tourism industry and the tourist experience. Explain their importance. [12]
b) Illustrate with examples your understanding of the reasons why cruise ships have been called floating resorts. [8]
2. a) Analyse the importance of travel agencies and tour operators being members of ABTA and licensed by IATA in the eyes of their customers, the travelling public. [12]
b) Explain the different ways in which travel and holidays are sold to the public. [8]
3. a) Most countries operate an accommodation classification system which is available to tourists to enable them to choose between standards of facilities when booking accommodation. In many countries the classification is privatised as opposed to a nationalised system. Discuss the advantages and disadvantages of BOTH systems from the point of view of both the visitor and the national interest. [14]
b) Compare and contrast the advantages and disadvantages of overseas second home ownership on:
i tourism economy
ii local population
iii infrastructure and environment [6]
4. a) Examine the cultural differences which can exist between tourists and the people who live at their destinations. [10]
b) Make recommendations as to how cultural harmonisation can be developed through communication and education for visiting tourists and the host community. [10]
5. a) Provide examples of specific occupational skills for EACH of the following jobs in tourism:
i Conference organiser
ii Travel consultant
iii Tour guide
iv Tourism information assistant [10]
b) Provide examples from your own country's perspective of how tourism careers training can be best developed. [10]
6. a) Explain the difficulties in designing and implementing visitor surveys, illustrating with examples, for EACH of the following tourist groups:
i Short stay visitors
ii Excursionists
iii Family holiday groups [15]
b) Identify and analyse briefly the key factors that influence the level of international tourism throughout the world. [5]

continued overleaf

7. a) Many of the worst effects tourism can have on the natural and man-made environment can be controlled or prevented altogether through intelligent planning and sensible management. Provide TWO examples of best environmental practice, from your own country's perspective and another country with which you are familiar, giving reasons for their individual success. [14]
- b) Compare and contrast the differences between the following environmental activities: [6]
- i Conservation
 - ii Rehabilitation
8. a) National governments, local authorities and private companies are prepared to invest substantially in the development and maintenance of the tourism industry. Examine the main reasons why this is so. [10]
- b) Explain how revenue from tourism can be lost to countries outside the tourist destination country itself. [10]