



MARCH 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. a) Analyse and evaluate the range of characteristics of visitor attractions which affect their sustainable development and marketing. [8]
 - b) Examine the distinct structural and geographical characteristics of EACH of the following with sustainability in mind:
 - i Ski resorts
 - ii Golf courses
 - iii Theme parks
 - iv Casinos [12]
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- 2. a) Quality control plays an important role in attaining economic, environmental and socio-cultural sustainability. Analyse and evaluate this role. [12]
 - b) Explain the terms **certification** and **accreditation levels** and examine their role in helping to deliver sustainability. [8]
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- 3. a) Examine the range of sustainability-related practices which have become commonplace in the tourism industry over the last twenty years. Identify the types of organisations applying them. [10]
 - b) The cruise ship industry acquired a reputation for irresponsible environmental and social practices during the latter half of the twentieth century. Examine the reasons for this statement. [10]
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- 4. Zoning, districting, the purchase of development rights and trade-offs are strategies implemented by destination managers and planners to achieve sustainable tourism. Analyse and evaluate their impact. [20]
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- 5. a) Analyse the structure and major components of the formal tourism industry and illustrate your answer with a model or diagram. [12]
 - b) The emergence of the 'green' tourist is one example of the 'green' consumer. Provide and examine the evidence supporting this statement. [8]
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- 6. a) Compare and evaluate the key differences between alternative tourism and conventional mass tourism. [10]
 - b) Examine the potential negative effects of alternative tourism. [10]
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- 7. Give examples of visitor capping strategies such as quotas, entry fees and infrastructure limitations and analyse the extent to which they may be warranted to prevent negative tourism impacts. [20]
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- 8. a) Explore the relationship between destinations and the various sectors of the tourism industry and analyse the importance of destinations in this context. [12]
 - b) Examine the distinctive qualities of special events that influence sustainability issues. [8]