



ICM

MARCH 2017

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. Explain the factors influencing a destination's marketing mix for private sector accommodation. [20]
 2.
 - a) Identify and explain the strategies for linking transport with tourism. [10]
 - b) Explain your understanding of the term **travel marketing mix**. [10]
 3.
 - a) Explain the reasons why a destination can suffer from constant change and falling markets. Analyse the key areas of impact. [10]
 - b) Explore in detail your understanding of the term **product life cycle**. Illustrate your answer with a chart. [10]
 4. Market research plays an important role in monitoring the performance of the tour operator. Identify and analyse TEN research areas to aid the operator's ability to assess their volume of traffic. [20]
 5.
 - a) Explore and analyse EACH of the following concepts in relation to the tourism image:
 - i Core
 - ii Brand
 - iii Tertiary [12]
 - b) Explain the reasons why promotional material often fails in its attempt to capture the ethos of a destination. [8]
 6.
 - a) Compare and contrast SIX ways of reducing leakage without handicapping the product and the marketing mix. [12]
 - b) Explain the difficulties when measuring the economic impact of tourism on a destination. [8]
 7. Examine the difference between the public and private sectors in the way they approach EACH of the following areas:
 - a) Human resources
 - b) Operations
 - c) Marketing
 - d) Finance [20]
 8.
 - a) Describe and analyse EACH of the FIVE phases of management objectives for planning new tourism development projects. [12]
 - b) Describe and analyse EACH of the FOUR stages of an action plan, in order of priority. [8]