



ICM

MARCH 2017

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 []
1. Explain and illustrate the structure and nature of the hospitality sector, distinguishing between the various categories of tourist accommodation and catering services. [15 + 5 for illustration]
 2.
 - a) Over recent years the tourism industry has undergone an increasing level of integration. Explain and compare the working functions of horizontal and vertical integration. [8]
 - b) Explain the important role that the tourism trade body ABTA has played historically in the self-regulation of the British travel industry and describe the more recent consumer protection legislative changes that have been implemented. [12]
 3.
 - a) Explain how the social impact of tourism presents difficulties in the following areas:
 - i Establishing rapport between the indigenous population and guests
 - ii Visitor concentration and tourism development [12]
 - b) Describe EACH of the FOUR stages of Doxey's irridex model of stress, relative to tourism development. [8]
 4.
 - a) Regulation of the airline industry on national and international routes has become necessary for a number of reasons. List and describe EACH of these reasons. [10]
 - b) List and describe the FIVE freedoms of the air and give examples of how they are applied. [10]
 5.
 - a) It can take up to two years for a tour operator to plan the introduction of a new tour programme. Explain the following stages of the process and illustrate your answer with a diagram or model:
 - i Planning and research
 - ii Negotiation
 - iii Administration
 - iv Marketing [12 + 3 for model]
 - b) Explain and illustrate the problems caused by seasonality which affects all sectors of the tourism industry. [5]
 6.
 - a) List and describe the main skills and competences required by travel agents. [10]
 - b) Explain the concept of **bonding** and how it has been a cornerstone of ABTA's success in the UK. [10]
 7. Tourism economic activity takes place between generating and receiving areas and can be measured in four different ways. Examine EACH of the following and explain their significance:
 - a) Income
 - b) Employment
 - c) Balance of payments
 - d) Investment and development [20]
 8. The collection of data on tourism movements provides the government of a country with the information it needs to manage tourism development appropriately. The information gathered must be both qualitative and quantitative and reflect the nature, purpose and composition of tourism. Identify and briefly explain TEN areas of data research which achieve this goal. [20]