



ICM

MARCH 2017

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) Worldwide, the natural environment has benefited from tourism in a number of ways. Give examples of this from the perspective of your own country and give the reasons why it has been successful. [12]
- b) Referring to an example from your own country or a country with which you are familiar, explain the difference between rehabilitation and conservation. [8]
2. a) Many factors affect the level of international tourism throughout the world. Discuss how EACH of the following can affect the volume of tourism between one country and another, giving actual examples:
- i Natural and man-made disasters
 - ii Currency exchange rates
 - iii Political unrest
 - iv Religious festivals
- b) List and describe the key topic areas used within the construction of a visitor survey questionnaire. [12]
3. a) Differentiate between the objectives and priorities of national tourist organisations and regional tourist organisations. [10]
- b) Explain how countries promote themselves overseas in order to attract tourists. [10]
4. Many of the worst effects tourism can have on the natural and man-made environment can be controlled or prevented altogether through intelligent planning for tourism development and sensible management of tourist facilities. Discuss ways in which intelligent planning can be applied for EACH of the following headings:
- a) Accommodation facilities
 - b) Sensitive natural environments
 - c) Transport
 - d) Tourism density
 - e) Infrastructure
5. a) Describe the difference between visible and invisible imports and exports with regard to the tourism product and use a diagram or model to illustrate the economic flows. [12]
- b) Explain the role of the tourism industry in a country's balance of payments. [8]
6. a) The culture and customs of a host population are often important factors in attracting tourism to a particular destination but too often the authenticity of the customs and cultural tradition has become questionable. Discuss some of the reasons for such changes. [12]
- b) Describe the beneficial impacts of tourism on the culture and customs of a country. [8]
7. a) Visitors notice the skills and attitudes of those directly employed in tourism and remember them when they return home. With this in mind, discuss the importance of essential skills training within the tourism industry. [12]
- b) Describe the main characteristics of tourism employment. [8]

continued overleaf

8. a) In the last 40 to 50 years, tourism has developed on a very large scale, but only in certain countries. Explain the reasons for these changes and discuss EACH of the following in the context of that development:
- i Transport and communications
 - ii Leisure time
 - iii Disposable income
- b) What is your understanding of the terms **tourists** and **tourism** and what are the main differences in interpretation and usage of these terms?

[14]

[6]