



# ICM

MARCH 2017

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 [ ]
1. Identify and analyse the reasons why the in situ nature of consumption in tourism supports the case for greater sustainability within the industry. [20]
  2. Provide examples and identify patterns of sustainability-related practices within the tour operations, transport and accommodation sectors of the tourism industry. Critically compare and contrast the effectiveness of these different approaches in different sectors. [20]
  3.
    - a) Critically evaluate the characteristics of attractions that potentially affect their sustainability. [12]
    - b) Analyse an example from your own country, or a country with which you are familiar, of how the authenticity of an attraction has been compromised by the attempt to satisfy tourist demands. [8]
  4. Analyse and evaluate the role and importance of quality control in attaining environmental and socio-cultural sustainability within the conventional tourism industry. [20]
  5.
    - a) Critically assess the distinctive qualities of special events that influence the destination sustainability issue. [12]
    - b) Explain and evaluate the importance of the cautionary platform in protecting the interests of host communities in destinations. [8]
  6.
    - a) Critically assess and evaluate the circumstances under which assumptions of flexible and fixed carrying capacity, respectively, should be adopted by destination planners. [12]
    - b) Explain and analyse the role of development standards in the construction of tourism attractions and facilities. [8]
  7.
    - a) Evaluate the strategies by which visitor behaviour in destinations can be positively modified through effective education. Compare and contrast the effectiveness of such strategies. [12]
    - b) Give an example from your own country, or a country with which you are familiar, of how a tourist code of conduct might be applied and what effects it might have. [8]
  8.
    - a) Explain the THREE criteria that constitute an ecotourism product and show how the differences within these criteria give rise to comprehensive and minimalist interpretations of ecotourism. Critically compare and contrast these TWO different approaches. [12]
    - b) Assess and critically evaluate the strengths and weaknesses of specialised components within the ecotourism industry. [8]