



ICM

SEPTEMBER 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 []
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1. Planning, marketing and operating a new tour programme or destination can take up to two years in production. Write explanatory notes for EACH of the following planning processes:
 - a) Research and planning
 - b) Negotiation
 - c) Administration
 - d) Marketing[20]
 2. Is there an inevitable conflict between conservation and tourism development? Examine examples of such conflict in any country of your choice and discuss how harmony could be achieved. [20]
 3. Discuss the psychological and sociological factors influencing motivation for EACH of the following:
 - a) Buying behaviour and decision making
 - b) The tourism image
 - c) Risk as a factor in tourism choice
 - d) Fashion and taste[20]
 4.
 - a) List and describe NINE daily activities associated with the booking of travel arrangements within a travel agency. [12]
 - b) Customer contact skills are the key ingredient in the success of travel agencies. Write an explanation of EACH of the following communication skills:
 - i Language skills
 - ii Personal and social skills
 - iii Sales skills[8]
 5. Describe the part played by local and central governments in the promotion of tourism in a country of your choice. [20]
 6. National tourism boards have functional responsibilities which derive from the way in which public sector tourism is organised. List and describe the content and objectives for EACH of the following functions:
 - a) Planning and control
 - b) Marketing
 - c) Finance
 - d) Co-ordination[20]
 7. Statistical measurement of tourism is a vital task for a government or country. List and describe TEN areas of research information required which should be both qualitative and quantitative in nature. [20]
 8.
 - a) What is your understanding of the **network of sectors** in the tourism industry? Prepare a chart or model to illustrate your answer. [8 + 4 for chart]
 - b) Define EACH of the following terms:
 - i Broker
 - ii Principal
 - iii Producer
 - iv Consolidator[8]