



ICM

SEPTEMBER 2016

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. Discuss the role of a Government Tourism Administration (GTA) in the registration, licensing, classification and grading of tourism organisations and analyse the importance of this role. [20]
 2.
 - a) Analyse the effect that expanding the carrying capacity of a destination can have on its growth and suggest methods of improving carrying capacity in a destination of your choice. [12]
 - b) Identify and analyse the main methods which may be employed in a promotional programme designed to attract investment in the development of a destination. [8]
 3. Explain and analyse the concept of **product re-engineering** in relation to the improved quality of a resort and the standard of the tourism product. [20]
 4. Explain and analyse the relationship between the following FIVE management elements developed by Henri Fayol for the tourism sector:
 - a) Tourism development planning
 - b) Organisation and mobilisation
 - c) Leadership direction
 - d) Coordination
 - e) Monitoring[20]
 5.
 - a) Analyse the differences between Core Image, Brand-Name Image and Tertiary Image with regard to a destination with which you are familiar. [12]
 - b) Discuss and evaluate the importance of the ethos and the style of a destination. [8]
 6.
 - a) Evaluate the relative strengths and weaknesses of the FOUR main modes of transport and illustrate your study with reference to a destination country with which you are familiar. [12]
 - b) Explain and evaluate the travel marketing mix as it applies to your chosen destination country. [8]
 7. Analyse and evaluate the complex relationship between changes in popular culture and the growth of mass tourism over the last 50 years. [20]
 8.
 - a) Analyse the relationship between the visitor's purpose of travel and the type of destination chosen. Compare and contrast the relative importance of main, secondary and multiple destinations with regard to purpose of travel. [12]
 - b) Identify the principal types of special interest tourism and analyse the relationship between specific destinations and the special interest of the visitor. [8]