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# STRUCTURE OF TRAVEL & TOURISM

Thursday 9<sup>th</sup> June 2022

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## Time allowed

Three hours

## Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

## Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [ ].

## Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

## Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.



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**ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS**

1. Discuss the historical importance of railways to the tourist industry. Use examples to support your discussion. [20 marks]
2. Describe the data required by national governments to manage tourism development effectively. Use examples to support your description. [20 marks]
3. Explain each of the following tour operating terms, using an example to support each explanation:
  - (a) Ancillary service [10 marks]
  - (b) Seasonality [10 marks]
4. Discuss how the 'Attention Interest Desire Action' (AIDA) model influences the buying behaviour of tourism consumers. Use examples to support your discussion. [20 marks]
5. Explain the ways in which each of the following psychological and sociological factors affect travellers, using an example to support each explanation:
  - (a) The motivational process [5 marks]
  - (b) Fashion and taste [5 marks]
  - (c) Sociodemographic factors [5 marks]
  - (d) Personality traits [5 marks]
6.
  - (a) Describe each of the following challenges when managing the social impact of tourism:
    - (i) Establishing rapport between the indigenous population and guests [4 marks]
    - (ii) Visitor concentration and tourism development [4 marks]
  - (b) Explain the **four** stages of Doxey's (1975) Irridex model in relation to tourism development. [12 marks]
7. Describe the marketing services available to members of the travel and tourism industry. Use examples to support your description. [20 marks]
8. Explain the role of travel agents as a component of the tourism industry. Use examples to support your explanation. [20 marks]

**END OF QUESTIONS**