



The Association of Business Executives

NQF

Certificate

3.1 ITTH

**Introduction to Travel, Tourism
and Hospitality**

Friday 12 June 2015, Morning

1. Time allowed: **3 hours**.
2. Answer **any four** questions.
3. All questions carry **25 marks**. Marks for subdivisions of questions are shown in brackets.
4. **No books, dictionaries, notes or any other written materials are allowed in this examination.**
5. Calculators, including scientific calculators, are allowed provided they are not programmable and cannot store or recall information. All other electronic devices, including mobile phones, are not permitted.
6. **Candidates who break ABE Examination Regulations will be disqualified from the examinations.**
7. Question papers must not be removed from the examination room.



Answer any four questions

- Q1 (a)** (i) Define the term 'tourist generating countries' and give three examples of major tourist generating countries.
(ii) Define the term 'tourist receiving countries' and give three examples of major tourist receiving countries.
(10 marks)
- (b)** Describe the infrastructure required to support tourism in an emerging tourist destination.
(15 marks)
(Total 25 marks)
- Q2 (a)** Explain, using examples, the difference between 'inbound' and 'outbound' tourists.
(4 marks)
- (b)** Describe the impact on tourism of the following types of transport:
(i) Cars
(ii) High speed trains
(6 marks)
- (c)** Explain how the travel choices of tourists are influenced by each of the following:
(i) The amount of time they have available
(ii) The main purpose of their travel
(15 marks)
(Total 25 marks)
- Q3 (a)** (i) Give four examples of service providers in travel, tourism and hospitality.
(ii) Explain how these types of services contribute to the overall tourist experience.
(10 marks)
- (b)** Describe the following forms of tourism packaging:
(i) Group travel
(ii) Business travel
(iii) All-inclusive travel
(15 marks)
(Total 25 marks)

- Q4 (a)** Cohen identifies a number of tourist motivations for travel. Describe the characteristics of the following, giving examples of typical holiday choices for each:
- (i) Organised mass tourist
 - (ii) Explorer
- (10 marks)**

- (b)** Explain how the following main forms of tourism distribution meet the needs of different customer types when booking a flight:
- (i) Direct selling
 - (ii) Purchase from a travel agent
 - (iii) Packaged by a tour operator
- (15 marks)**
(Total 25 marks)

- Q5 (a)** Explain the reasons why a government might encourage international tourism within its country. **(10 marks)**

- (b)** Describe the following roles that a government plays in supporting tourism:
- (i) Planning
 - (ii) Development
 - (iii) Marketing
- (15 marks)**
(Total 25 marks)

- Q6 (a)** Describe the traditional roles played by tour operators and travel agents in the distribution system for travel, tourism and hospitality. **(10 marks)**

- (b)** Explain how intermediaries such as tour operators can use technology to their advantage in distributing travel, tourism and hospitality. **(15 marks)**
(Total 25 marks)

- Q7 (a)** With reference to one recent example, describe how safety, security and crisis management issues might impact on future tourism demand. **(10 marks)**

- (b)** Explain the likely impact on future tourism demand of the following:
- (i) An ageing world population
 - (ii) The rapid growth of business tourism
 - (iii) An interest in responsible tourism
- (15 marks)**
(Total 25 marks)

- Q8** (a) Define the term 'recreation' and describe four recreational activities that could be offered in a mountain area. **(10 marks)**
- (b) Describe the other products and services that leisure visitors to a mountain area may use. **(15 marks)**
- (Total 25 marks)**

End of question paper