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**NQF**

**Certificate**

**3.1 ITTH**

# **Introduction to Travel, Tourism and Hospitality**

**Friday 10 June 2016, 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**

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- Q1** (a) (i) Define the term 'infrastructure'. (1 mark)  
(ii) Describe the three key components needed for a successful tourist destination. (9 marks)
- (b) Explain, using examples, why the 'security environment' is increasingly important in tourism. (15 marks)  
(Total 25 marks)
- Q2** (a) (i) Define the term 'tourism'. (1 mark)  
(ii) Explain why the concepts of travel, tourism and hospitality are described as being interdependent. (9 marks)
- (b) Explain why a country might develop its tourism industry for:
- (i) Economic reasons (5 marks)  
(ii) Social reasons (5 marks)  
(iii) Cultural reasons (5 marks)  
(Total 25 marks)
- Q3** (a) Describe the early origins of tourism behaviour. (10 marks)
- (b) Outline, using examples, how political change can impact on international tourism. (15 marks)  
(Total 25 marks)
- Q4** (a) (i) Define the term 'tourism intermediary'. (1 mark)  
(ii) Describe the role played by wholesalers and retailers as intermediaries in the travel distribution system. (9 marks)
- (b) Explain the benefits to the customer of purchasing an all-inclusive package. (15 marks)  
(Total 25 marks)
- Q5** (a) (i) Identify two public sector organisations and two private sector organisations from the tourism industry. (4 marks)  
(ii) Explain how public sector and private sector organisations work together in tourism development. (6 marks)
- (b) Explain why marketing is important for emerging tourist destinations. (15 marks)  
(Total 25 marks)

- Q6** (a) (i) Define the term 'pilgrimage tourism'. (1 mark)  
(ii) Describe the likely needs of pilgrimage tourists. (9 marks)
- (b) Explain the reasons why some people prefer to use the services of a travel agent when booking a holiday. (15 marks)  
(Total 25 marks)
- Q7** (a) (i) Give two examples of business tourism. (2 marks)  
(ii) Outline the range of products and services which business tourism venues may offer. (8 marks)
- (b) Explain why business tourism is important to many city destinations. (15 marks)  
(Total 25 marks)
- Q8** (a) (i) Describe the components of a tour package. (4 marks)  
(ii) Outline the steps involved in developing a tour package. (6 marks)
- (b) Explain the relationship between cost of travel and international tourism flows. (15 marks)  
(Total 25 marks)

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**End of question paper**

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