



NQF

Certificate

3.1 ITTH

**Introduction to Travel, Tourism and
Hospitality**

Friday 4 December 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 ‘hospitality’. **(1 mark)**
 (ii) Explain the links between hospitality and other components of the tourism industry. **(9 marks)**
- (b) (i) Give three examples of activities that might appeal to a leisure tourist. **(3 marks)**
 (ii) Describe two ways in which a destination may meet the needs of a leisure tourist. **(12 marks)**
(Total 25 marks)

- Q2** (a) (i) Complete the following table to classify these examples of tourist activity by their purpose of visit.

Tourist Activity	Purpose of Visit
1. To visit the Sikh Golden Temple at Amritsar, India	
2. To attend a cousin’s wedding in Melbourne, Australia	
3. To attend the World Travel Market Expo in London, UK	
4. To watch the Euro 2016 Final at the Saint Denis Stadium, France	
5. To receive treatment at the Plastic Surgery Centre in San Jose, Costa Rica	
6. To visit the Maasai Mara National Game Reserve, Kenya	

A: Leisure	B: Visiting Friends and Relatives	C: Sport
D: Pilgrimage	E: Health	F: Business

(6 marks)

- (ii) Explain why the tourism industry classifies visitors. **(4 marks)**

- (b) Describe an appropriate tourism experience for each of the following of Plog’s tourist categories:

- (i) Allocentrics **(5 marks)**
 (ii) Psychocentrics **(5 marks)**
 (iii) Mid-centrics **(5 marks)**

(Total 25 marks)

- Q3** (a) (i) Give four examples of key emerging markets for the tourism industry. **(4 marks)**
 (ii) Describe how changing lifestyles in these markets have impacted on the global tourist industry. **(6 marks)**

- (b) Explain three ways in which information and communication technology (ICT) has benefitted the tourism industry. **(15 marks)**
(Total 25 marks)

- Q4 (a)** Describe the role of the transportation sector in the overall tourism experience. **(15 marks)**
- (b) (i)** Suggest two reasons why infrastructure development is important to support tourism. **(4 marks)**
- (ii)** Explain why national governments often own and operate tourism businesses such as airports. **(6 marks)**
- (Total 25 marks)**
- Q5 (a)** Describe two main developments in international tourism since the 1950s. **(10 marks)**
- (b)** Describe the coordinating role of local/national government in the development of a tourism destination. **(15 marks)**
- (Total 25 marks)**
- Q6 (a) (i)** Define the term 'direct sell' in relation to tourism distribution. **(1 mark)**
- (ii)** Outline the benefits to the customer of the following forms of direct selling of tourism products:
- in person **(3 marks)**
 - by telephone **(3 marks)**
 - e-purchase **(3 marks)**
- (b)** Explain, using examples, how income impacts on a tourist's choice of travel. **(15 marks)**
- (Total 25 marks)**
- Q7 (a) (i)** Define the term 'package holiday'. **(1 mark)**
- (ii)** Explain the traditional role of the tour operator in creating a package holiday. **(9 marks)**
- (b)** Suggest the likely impact on tourism packaging of the rapid growth in the numbers of independent travellers. **(15 marks)**
- (Total 25 marks)**
- Q8 (a) (i)** Give four examples of heritage attractions visited by tourists. **(4 marks)**
- (ii)** Suggest reasons for the appeal of cultural and heritage attractions. **(6 marks)**
- (b)** Describe three likely social impacts of tourism development. **(15 marks)**
- (Total 25 marks)**

End of question paper

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