



NQF

Certificate

3.1 ITTH

Introduction to Travel, Tourism and Hospitality

Friday 9 December 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

- 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) 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) (i) Give four examples of service providers in travel, tourism and hospitality. (4 marks)
(ii) Explain how these types of services contribute to the overall tourist experience. (6 marks)
- (b) Describe the following forms of tourism packaging:
- (i) Group travel (5 marks)
(ii) Business travel (5 marks)
(iii) All-inclusive travel (5 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) (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)
- Q6** (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)
- Q7** (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)
- Q8** (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 **(5 marks)**
 - (ii) The rapid growth of business tourism **(5 marks)**
 - (iii) An interest in responsible tourism **(5 marks)**
- (Total 25 marks)**

End of question paper

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