Structure of Travel & Tourism

Main topics of study:

An Introduction to Tourism:
- Defining Tourism
- The Tourist Product
- The Nature of a Tour
- The Tourist Destination

The History of Tourism: From Its Origins to the Age of Steam:
- Introduction
- Travel in the Middle Ages
- Developments in Road Transport in the Seventeenth to Early Nineteenth Centuries
- The Grand Tour
- Political Hindrance to Travel
- The Development of the Spas
- The Rise of the Seaside Resort
- The Conditions Favouring the Expansion of Travel in the Nineteenth Century
- The Age of Steam
- Other Late-nineteenth-century Developments

Tourism in the Twentieth Century:
- The First Fifty Years
- Tourism Since World War II
- Factors Influencing Changes in Tourism Demand

The Economics of Tourism:
- Introduction
- The International Tourist Market
- Britain’s Place in World Tourism
- The Value of Economic Data
- The Economic Impact of Tourism
- Statistical Measurement of Tourism

Tourist Motivation and Behaviour:
- Introduction
- The Tourist’s Needs and Wants
- General and Specific Motivation
-Motivators and Facilitators
- Psychological and Sociological Factors Influencing Motivation
- The Motivation of Business Travellers

The Structure and Organisation of the Travel and Tourism Industry:
- The Tourism Chain of Distribution
- Common-interest Organisations
- Integration in the Tourism Industry
- Conglomerates and International Integration

Passenger Transport: the Aviation Business:
- Introduction
- The Airline Business
- The Organisation of Air Transport
- Air Transport Regulation
- Deregulation of Air Transport
- The Economics of Airline Operation
- The Marketing of Air Services

Water-borne Passenger Transport:
- Introduction
- The Ocean Liners
- Cruising
- Ferry Services
- Coastal and Inland Waterways Tourism
- Seagoing Pleasure Craft

Other Modes of Tourist Travel:
- The Role of the Railways in Tourism
- Coach Travel
- The Private Car
- Cycling and Tourism
- Tourists on Foot

The Hospitality Sector: Accommodation and Catering Services
- Introduction
• The Structure of the Accommodation Sector
• The Nature of Demand for Accommodation Facilities
• The Distribution of Accommodation
• Environmental Issues

Visitor Attractions and Visitor Management:
• Introduction
• Seaside Resorts
• Spa Tourism
• Urban Tourism
• Rural Tourism
• Purpose-built Attractions
• Other Site Attractions
• Cultural Tourism
• Retail Shopping
• Events

Tour Operating:
• The Role of the Tour Operator
• The Specialised Roles of Tour Operators
• The British Tour Operating Scene
• The Nature of Tour Operating
• Control Over Tour Operating
• Planning, Marketing and Operating Package Tours
• The Process of Negotiating
• The Role of the Resort Representative
• Pricing the Package Tour
• The Tour Brochure
• The Reservations System
• The Distribution Network
• The IT Revolution and its Impact on Tour Operating

Travel Retailing:
• Introduction
• The Role of Travel Agents
• Setting Up and Running a Travel Agency
• Travel Agency Skills and Competences
• Business Travel
• Travel Agency Appointments
• Profitability of Travel Agents

Ancillary Tourism Services:
• Introduction
• Services to the Tourist
• Services to the Supplier
• Marketing Services

The Structure and Role of Public Sector Tourism:
• Introduction
• The Nature of Government Involvement
• Planning and Facilitating Tourism
• Control and Supervision in Tourism
• The Organisation of Public Sector Tourism
• Public Sector Tourism in Britain
• Functions of the Tourist Boards

Tourism Design and Management:
• Introduction
• The Role of Design in Tourism
• The Management of Tourism Sites

The Social and Environmental Impact of Tourism:
• Introduction
• The Environmental Effects of Tourism
• Planning for Control and Conservation
• The Socio-cultural Effects of Tourism
• Managing the Social Impact of Tourism
• The Future of Tourism

Reading List
Instructions to candidates:
a) Time allowed: Three hours (plus an extra ten minutes’ reading time at the start – do not write anything during this time)
b) Answer ALL questions in Part A and any THREE questions in Part B
c) Part A carries 40% of the marks and Part B carries 60% of the marks. Marks for each question are shown in [ ]

PART A
1. a) Describe the place of the tour operator within the tourism system, illustrating your answer with a model or chart.
   [3 chart + 7 description]  
   b) Explain the nature of the tour operator’s inclusive programme.                    [10]

2. Discuss the factors which influence changes in tourism demand.                      [20]

PART B
3. a) Explain and illustrate with a diagram the structure and nature of the hospitality sector and distinguish between the various categories of tourist accommodation and catering services.  [10 description + 4 diagram]
   b) Describe the difficulties in classifying and grading accommodation.               [6]

4. a) Explain the reasons why destinations rise and fall in popularity, illustrating your answer with a diagram or model.  [9 explanation + 3 model]
   b) Describe the six levels of socio-demographic segmentation by occupation. [8]

5. Explain your understanding of EACH the following airline terminologies:
   a) The five freedoms of the air
   b) IATA
   c) Deregulation of air transport
   d) Hub and spoke systems                                                            [20]

6. a) Explain and describe the term network sectors within the tourism industry, illustrating your answer with a chart or model.  [6 explanation + 4 model]
   b) Explain the historical role of ABTA and its legislative influence on the travel trade and consumers. [10]

7. What potential problems can you foresee in less-developed countries turning to tourism in order to boost their economy? Provide examples from a country you are familiar with. [20]

8. a) Comment on the sustainable impact of large cruise vessels visiting small islands with regard to EACH of the following:
   i) Island economy
   ii) Infrastructure
   iii) Environment
   iv) Cultural awareness                                                                  [12]
   b) Explain the key factors which determine cruise demand.                        [8]
Instructions to candidates:

a) Time allowed: Three hours (plus an extra ten minutes’ reading time at the start – do not write anything during this time)
b) Answer ALL questions in Part A and any THREE questions in Part B
c) Part A carries 40% of the marks and Part B carries 60% of the marks. Marks for each question are shown in [ ]

PART A

1. a) Describe and illustrate the relationship between cost, price and demand for a developing overseas tourism destination. [8 explanation + 2 model]
   b) The flow of tourists between generating and receiving areas can be measured in four distinct ways. Describe the effects EACH of these four impacts have on a tourism economic region. [10]

2. a) Explain your understanding of the motivation process by illustrating with a chart or diagram. [7 explanation + 3 model]
   b) Describe how the AIDA model influences the buying behaviour and decision making process of the potential holiday client. [10]

PART B

3. a) Describe the impact on the travel industry and traveller of the expansion and development of vertical and horizontal integration within the industry. [10]
   b) Explain how ABTA aids its members and also serves the interests of consumers. [10]

4. Describe how EACH of the following types of tourism have developed over the last decade, using your own country or a country that you are familiar with as an example:
   a) Spa tourism
   b) Rural tourism
   c) Urban tourism
   d) Agritourism [20]

5. a) Describe and illustrate with a model or diagram the place of the tour operator in the tourism system. [8 description + 2 diagram]
   b) List and describe the FIVE key legal elements in package holiday legislation as laid down in 1993 by the EC Directive on Package Travel. [10]

6. a) Explain the role of travel agents as a component of the tourism industry and their relationship with other sectors of the industry. [10]
   b) List and describe the TEN areas of competences and activities required to be carried out on a daily basis by the staff working within a travel agency. [10]

7. Outline and describe the TEN principal responsibilities local authorities have when providing tourism facilities. [20]

8. Discuss the range of opportunities and strategies employed in an attempt to control and manage sustainable tourism within a region. [20]
STRUCTURE OF TRAVEL & TOURISM

Instructions to candidates:

a) Time allowed: Three hours (plus an extra ten minutes’ reading time at the start – do not write anything during this time)
b) Answer ALL questions in Part A and any THREE questions in Part B
c) Part A carries 40% of the marks and Part B carries 60% of the marks. Marks for each question are shown in [ ]

PART A

1. Statistical measurement of tourism is a vital task for a government or country. List and describe TEN areas of research information required which should be both qualitative and quantitative in nature. [20]

2. a) What is your understanding of the network of sectors in the tourism industry? Prepare a chart or model to illustrate your answer. [8 + 4 for chart]
   b) Define EACH of the following terms:
      i broker
      ii principal
      iii producer
      iv consolidator [8]

PART B

3. Is there an inevitable conflict between conservation and tourism development? Examine examples of such conflict in any country of your choice and discuss how harmony could be achieved. [20]

4. The organisation of public sector tourism forms functional responsibilities for the national board in four ways. List and describe the content and objectives for EACH of the following functions:
   a) planning and control
   b) marketing
   c) financial
   d) co-ordinating [20]

5. a) List and describe NINE areas of daily activities associated with the booking of travel within a travel agency. [12]
   b) Customer contact skills are the key ingredient in travel agencies’ success. Write explanatory notes for EACH of the following communication skills:
      i language skills
      ii personal and social skills
      iii sales skills [8]

6. Planning, marketing and operating a new tour programme or destination can take up to two years in production. Write explanatory notes for EACH of the following planning headings:
   a) research and planning
   b) negotiation
   c) administration
   d) marketing [20]

7. Describe the part played by local and central governments in the promotion of tourism in a country of your choice. [20]

8. Discuss the psychological and sociological factors influencing motivation for EACH of the following headings:
   a) buying behaviour and decision making
   b) the tourism image
   c) risk as a factor in tourism choice
   d) fashion and taste [20]
STRUCTURE OF TRAVEL & TOURISM

Instructions to candidates:

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b) Answer ALL questions in Part A and any THREE questions in Part B

c) Part A carries 40% of the marks and Part B carries 60% of the marks. Marks for each question are shown in [ ]

PART A

1. Gathering data on tourism is a vital task for the government of a country. Information must be both qualitative and quantitative and reflect the nature, purpose and composition of tourism. List and describe TEN areas of data research that achieve this goal. [20]

2. The flow of tourism between generating and receiving areas can be measured in four distinct ways. Explain your economic understanding of EACH of the following:
   a) income
   b) employment
   c) balance of payments
   d) investment and development
   [20]

PART B

3. a) List and describe the TEN areas of travel agency skills and competences.
   [10]

   b) Explain your understanding of the term bonding.
   [10]

4. a) Planning the introduction of a new tour programme or destination by a Tour Operator can take up to two years and requires a staged process for its success. List and describe EACH of the following processes within a time framework, illustrating your answer with a diagram or model:
      i) planning & research
      ii) negotiation
      iii) administration
      iv) marketing
   [12 + 3 model]

   b) Describe the problems of seasonality facing all sectors of tourism.
   [5]

5. a) With the growth of the airline industry, regulation on national and international routes has become necessary for a number of reasons. List and describe EACH of these reasons.
   [10]

   b) Explain your understanding of the five freedoms of the air.
   [10]

6. a) Describe the difficulties of managing the social impact of tourism for EACH of the following:
      i) establishing rapport between the indigenous population and guests
      ii) visitor concentration and tourism development
   [12]

   b) Describe EACH of the four stages of Doxey’s irridex model of stress relative to tourism development.
   [8]

7. a) A notable feature of the tourism industry over recent years has been the integration between sectors within the industry. Explain your understanding of the working functions of integration for EACH of the following:
      i) horizontal
      ii) vertical
   [8]

   b) ABTA has in the past played a key role as a trade body in the British travel industry. Discuss the key legislation which has influenced the travel industry.
   [12]

8. Explain and illustrate the structure and nature of the hospitality sector, distinguishing between the various categories of tourist accommodation and catering services.
   [15 explanation + 5 illustration]