

EXAMINATION

CTH Diploma in Hotel Management

Subject: **The Tourism Industry (DHM 172)**

Series: **June 2009**

Time Allowed: **2.5 hours**

Instructions:

You are allowed **TEN MINUTES** to read through this examination paper before the commencement of the examination. Please read the questions carefully, paying particular attention to the marks allocated to each question or part of a question, and taking account of any special instructions or requirements laid down in any of the questions.

This Examination Paper contains **TWO SECTIONS**.

Answer **ALL** questions in **Section A**.

Answer any **THREE** questions in **Section B**.

On completion of your examination:

Make sure that your name, CTH membership number, and centre name are clearly marked at the top of each answer sheet and on any other material you hand in.

Marks Allocation

Section A = 40% of the module grade

Section B = 60% of the module grade

SECTION A

Answer ***all*** questions in this section. This section carries a total of ***40*** marks.

- A1. Define the term excursionist. (2 marks)
- A2. List four different categories of tourists based on the purpose of their trip. (2 marks)
- A3. What are the six A's of a tourism product? (2 marks)
- A4. What is 'VISIT BRITAIN'? (2 marks)
- A5. What do you understand by AIDA? (2 marks)
- A6. Define dark tourism. (2 marks)
- A7. Differentiate between scheduled and chartered airline flight services. (2 marks)
- A8. Define tourism policy. (2 marks)
- A9. What do you understand by the term demonstration effect? (2 marks)
- A10. Define eco-tourism. (2 marks)
- A11. Describe two of the three elements of the tourism system. (4 marks)
- A12. Describe two socio-demographic factors that can influence the attitude of people towards tourism. (4 marks)
- A13. Explain the role of Tour Operators in travel and tourism businesses. (4 marks)
- A14. List four important principles of sustainable tourism development. (4 marks)
- A15. Explain the term economic leakage in tourism. (4 marks)
-

SECTION B

Answer any **3** questions in this section. Each question carries a total of **20** marks.

B1.

Describe the role of the following organisations in tourism and allied sectors:

- a) Association of British Travel Agents (ABTA). (5 marks)
 - b) International Civil Aviation Organization (ICAO). (5 marks)
 - c) World Tourism Organization (UNWTO). (5 marks)
 - d) International Air Transport Association (IATA). (5 marks)
-

B2.

Explain the following with the help of suitable examples:

- a) Negative environmental impacts of tourism. (10 marks)
 - b) Positive socio-cultural impacts of tourism. (10 marks)
-

B3.

Explain how the UK is a famous tourism destination in terms of urban, cultural/heritage, beaches, climatic, leisure and adventure tourism attractions. (20 marks)

B4.

Explain the various elements involved in the organisation of air transport in the civil aviation industry. (20 marks)

B5.

Explain the various positive impacts of tourism on a destination's economy. (20 marks)
