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# CHARACTERISTICS OF WORLD DESTINATIONS

Remote Assessment September 2020

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## Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:  
"I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged".

## Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

## Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

## Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



## ANSWER ALL QUESTIONS

1. As a manager of a travel agency, you are required to give a verbal presentation to a group of graduate trainees entitled 'The relevance of push and pull factors on tourist flows'. Prepare the speech you would give as part of the presentation in which you describe why tourist flows are determined by push and pull factors. You must use examples to support your description.

**(Word limit 750)**

**[25 marks]**

2. Cohen's Classification of Tourists highlights the different types of tourist. Explain the key features and uses of this classification system, using examples of destinations where you could encounter each type of tourist.

**(Word limit 750)**

**[25 marks]**

3. Planning is essential for delivering and developing a successful tourist destination. Explain the benefits of planning for those involved in delivering and developing tourism at the destination. In your response you must justify why planning creates a high-quality tourism environment, using examples from destinations of your choice to support your explanation.

**(Word limit 750)**

**[25 marks]**

4. As a travel and tourism consultant, you have been hired by a Regional Tourist Organisation (RTO) to advise on the development of transport links in the region. You must write a report in which you evaluate the strengths and weaknesses of each of the following modes of transport. In your response you must use examples from countries of your choice.

- Road
- Air
- Rail
- Sea

**(Word limit 750)**

**[25 marks]**

**END OF QUESTIONS**