STRUCTURE OF TRAVEL & TOURISM

Remote Assessment September 2020

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 travel agent, you have been asked to write a magazine article explaining the impacts of tourism on the natural environment. In your article you must demonstrate an understanding of the underpinning concepts and ideas of the impact of tourism.

    (Word limit 750) **[25 marks]**

2. The tourism income multiplier phenomenon is essential to the livelihoods of the host population in tourist destinations. Describe the circulations in income that take place as a result of tourist expenditure. In your response you must provide a detailed account, using examples to support your description.

    (Word limit 750) **[25 marks]**

3. As a travel agent, you are required by the agency for which you work to give a verbal presentation entitled 'The tourism chain of distribution'. Prepare the speech you would give as part of the presentation which explains each of the following roles. In your response you must demonstrate an understanding of the underpinning concepts and ideas of the distribution chain.
    *   Producers
    *   Wholesalers
    *   Retails
    *   Consumers

    (Word limit 750) **[25 marks]**

4. Describe the effectiveness of the following methods used to control visitor numbers in tourist areas. In your response you must provide a detailed account, using examples to support your description of each.
    *   Pricing policies
    *   Controlling access
    *   Restricting access
    *   Demarketing

    (Word limit 750) **[25 marks]**

END OF QUESTIONS