



**CERTIFICATE IN TOURISM AND HOSPITALITY**

**SAMPLE EXAMINATION PAPER**

**FUNDAMENTALS OF TRAVEL AND TOURISM**

**Instructions to candidates:**

- a) Time allowed: Three hours**
- b) Answer any FIVE questions**
- c) All questions carry equal marks.**

1. Explain the main factors you would consider in order to manage effectively a tourism attraction of your choice
2. Explain the meaning of the term 'tourism' and distinguish between market tourism demand and individual tourism demand
3. Identify the main influences on tourist buying behaviour and provide examples to support your recommendations
4. Describe the role of intermediaries in the travel and tourism industry and summarise their main contributions
5. Discuss the main environmental influences on the structure and elements of the transportation system to be used for tourists in different regions
6. Critically appraise the importance of the marketing philosophy to travel and tourism organisations operating in highly competitive business environments
7. Explain what you understand by TWO of the following:
  - a) Events management
  - b) E-Tourism
  - c) Forecasting tourism demand
8. You have been asked to explain the importance of the accommodation sector within the tourism product. What information would you include in your explanations?