



CERTIFICATE IN TOURISM AND HOSPITALITY

SAMPLE EXAMINATION PAPER

BUSINESS OF TOURISM AND HOSPITALITY

Instructions to candidates:

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

1. Explain four key components of the tourism product and summarise the importance of regularly reviewing the tourism product
2. Distinguish between business travel and leisure travel and explain some of the key travel motivators
3. Critically appraise the factors that have contributed to the growth of travel and tourism in recent years and summarise the new trends that apply to a country of your choice
4. Describe the main activities you would associate with the operations of travel agents and package tour operators and discuss their importance in the travel and tourism industry
5. Advise one of your clients on the main advantages and limitations of the different modes of transport that can be used for the movement of tourists
6. Describe three popular tourist attractions that can contribute to the development and popularity of a tourist destination. Provide examples to support your recommendations
7. Write notes on three of the following:
 - a) Resort representatives
 - b) Air brokers
 - c) Incentive travel
 - d) Exhibitions and Trade Fairs



8. Explain what you understand by the term 'sustainable tourism' and discuss the key factors that can contribute to its growth and development