



## **EXAM PAPER**

### **OTHM Individual Management Certificate**

### **Tourism Geography and Tour Management**

**Date: TBC**

**Time: TBC**

**Duration: 3 Hours**

**The examination has two sections:**

**Section A** is compulsory and is worth 40% of the total marks.  
Candidates must attempt all questions in Section A.

**Section B** has six questions of which candidates should answer any three.  
Each question is worth 20% of the total marks.

Do not repeat the question in the answer but show clearly the number of the question you are answering on the appropriate pages of the answer book.  
Questions may be answered in any order.

Rough workings should be included in the answer book and ruled through after use.

**Section A is compulsory.**

**You must answer the all questions in this section  
(read the short case study and then answer the questions)**

**Read the following information and then answer the questions**

Mr and Mrs Jones want to set up business as Tour Operators, specialising in coach travel to a range of European Countries, including Spain, Italy, France, Austria, Croatia and Turkey.

They have no experience of running this sort of business, but they are passionate about travelling and have lots of experience of customer service, so they are confident that they can develop a very successful business.

They need some help planning the way the business would work, so they have asked you to explain some fundamental aspects of the business to them. The questions they have are listed below.

**You must answer all the questions in this section.**

**Question 1**

- a. How should a tour be designed, what are the key elements of a tour and what is an itinerary?  
*(15 marks)*
  
- b. Mr & Mrs Jones will need to employ a Tour Manager. What does a Tour Manager do?  
*(10 marks)*
  
- c. They are keen to develop a business where they can cater for the needs of groups and of individual travellers. How do their needs differ and how will the business model need to change to meet the needs of both groups of clients?  
*(15 marks)*

**PART B – Answer THREE questions only**

**When providing examples, you may consider organisations from a country or counties of your choice.**

2. Explain, using examples, the six reasons why people travel. *(20 marks)*
  
3. Many tourist attractions are World Heritage Sites. Explain what a World Heritage Site is and the challenges involved in managing a World Heritage Site. *(20 marks)*
  
4. Stakeholders are often talked about in tourism. Who are stakeholders? Using examples of at least two different tourism businesses explain who the stakeholders are and how they are managed. *(20 marks)*
  
5. Describe the different types of tourists. Why is it important to understand tourist typologies? *(20 marks)*
  
6. Explain the demand element of tourism and the role of tourist motivation in influencing demand. *(20 marks)*
  
7. Tourism often has many negative impacts on the environment and on host communities. However, it also brings many positive benefits. Identify and explain the positive impacts of tourism. *(20 marks)*