

**SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES**

**EXAMINATION SESSION** : December 2007 Examination  
**TUTOR (S)** : Mrs. D. Preville-Alfred  
Ms. Beverley Dwarikasingh  
**PROGRAMME TITLE** : Hospitality Studies  
**PROGRAMME CODE** : 3HS-TAT-AD  
**COURSE TITLE** : Introduction to Tourism & Hospitality  
**COURSE CODE** : HOS101  
**CLASS (ES)** : Year 1  
**DATE** :  
**COMMENCEMENT TIME** :  
**DURATION** : 2¼ Hours  
**INVIGILATOR (S)** :  
**ROOM (S)** :

#T7



I.D. Number:.....

Programme: .....

**INSTRUCTIONS:**

This Examination paper contain three (3) sections. Attempt all questions in each section.

**Section A:** Three (3) Short Answer Questions

**Section B:** Choose one (1) Essay Question

**Section C:** Choose one (1) Question

**SECTION A – Answer all questions**

1. According to Mathieson and Wall 1982 tourism is:

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*(3 marks)*

2. Tourism may be classified according to the following factors listed below. List three types of each factor.

a. According to purpose of travel:

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b. According to the geographical movement of people:

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*(6 marks)*

3. List and explain two (2) characteristics of the tourism product.

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*(7 marks)*

4. Describe three (3) types of impacts that may be derived from tourism related activities.

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(9 marks)

**SECTION B – Essay Question**

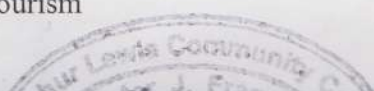
Why is there a need for government intervention in the management of the tourism industry at the national level? (20 marks)

OR

Explain why the distance factor should be of importance when attempting to define the term “tourist”. (20 marks)

**SECTION C – Choose One Question**

1. How did the Grand Tour of the Seventeenth Century contribute to the development of tourism? (20 marks)
2. Describe the role of a national or regional tourism organization in the development of tourism. (20 marks)
3. Discuss the economic impacts of tourism (20 marks)



#### 4. Case Study

You have just been hired as the director of the Conway's Convention and Visitor's Bureau (CVB), a small area near the city. Because of the increase in the level of crime and its location in the Conway area, the Bureau has a negative image. The stakeholders want to build a convention centre to attract more business people to the area of Conway.

However, the present image doesn't appeal to many business people, who are looking for a meeting area that offers a variety of entertainment as well as up-to-date meeting facilities.

After a few weeks in Conway, you find out that it's an ideal spot for business. It's close to a major city, but still quiet. There are heritage sites, golf courses, night clubs, waterfalls, and family parks, a major airport near the city, and excellent food and beverage. St Lucia is one of the hot spots in the Caribbean.

1. What is the first thing you would do to change the image of the community?
2. How could you establish Conway as an exclusive classy destination rather than a crime infested community?
3. Why would business leaders want to attract business people rather than vacationers? Explain how both can or can't be done successfully.

*(20 marks)*