

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

EXAMINATION SESSION : December 2007 Examination

TUTOR (S) : Mrs. D. Preville-Alfred  
Ms. B. Dwarikasingh

PROGRAMME TITLE : Hospitality Studies  
Food & Beverage  
Travel & Tourism  
Elective

PROGRAMME CODE : 3HS-HOS-AD  
3HS-FAB-AD  
3HS-TAT-AD  
Elective

COURSE TITLE : Introduction to Tourism & Hospitality

COURSE CODE : HOS101

CLASS (ES) : Year 1

DATE : 10<sup>th</sup> December, 2007

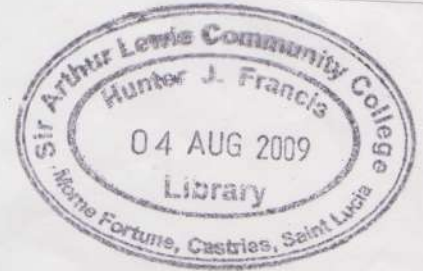
COMMENCEMENT TIME : 1:00 p.m.

DURATION : 2½ Hours

ROOM (S) : CEHI-1H-02

INVIGILATOR (S) : Mrs. A. Reid, Mr. D. Jn Baptiste, Ms. S. Meliat

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I.D. Number:.....

Programme: .....

**INSTRUCTIONS:**

This Examination paper contains **three (3)** sections:

**Section A:** Four (4) Short-Answer Questions. Answer **all four** (4) questions. (25 marks)

**Section B:** Two (2) Essay Questions to **choose one** (1). (20 marks)

**Section C:** Two (2) questions. Choose **either** question one (1) **or** question two (2).  
(25 marks)

**SECTION A – Short-Answer Questions**

*Answer all questions*

1. According to *Mathieson and Wall* (1982), "Tourism is:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_”

(3 marks)

2. Tourism may be classified according to the factors listed below. List *three* (3) types of each factor, according to:-

a. Purpose of travel:

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

b. The geographical movement of people:

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

(6 marks)

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(7 marks)





## SECTION C

Answer *either* question one (1) *or* question two (2)

### Question One

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 does not 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 is an ideal spot for business. It is 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. Explain in detail, *three* (3) different things you would do to change the image of the community. (9 marks)
2. Describe *four* (4) ways in which you could establish Conway as an exclusive classy destination rather than a crime infested community? (8 marks)
3. Describe *four* (4) reasons business leaders would want to attract business people rather than vacationers? Explain how both can or can't be done successfully. (8 marks)

OR

### Question Two

To guide the development of tourism at a destination area, government involvement is necessary. The type and amount of government involvement will vary from country to country.

1. Explain *four* (4) reasons for government involvement in the tourist industry. (12 marks)
2. Describe *two* (2) ways in which the political system of a country could influence the level of government involvement in tourist industry. (6 marks)
3. The World Tourism Organisation (W.T.O.) is an intergovernmental tourism organization.
  - a) List *four* (4) functions of this organization (4 marks)
  - b) Name any *three* (3) member states of the W.T.O. (3 marks)

END OF EXAMINATION

