

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES**

**INTERNATIONAL TOURISM MANAGEMENT
PATHWAY**

SEMESTER 2 EXAMINATIONS 2009/2010

TOURISM INDUSTRY PERSPECTIVES

MODULE NO: ITM3004

Date: Wednesday 2nd June 2010

Time: 10:00 – 12:00

INSTRUCTIONS TO CANDIDATES:

There are **THREE** questions on this paper.

Answer **ANY TWO** questions.

All questions carry equal marks.

Students may bring two sheets of A4 notes into the exam.

School of Business and Creative Technologies
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Answer ANY TWO questions

1. Tourism provides terrorists with easy targets which command global media attention. Transportation has been significantly targeted in recent years, the events where aircraft were flown into the twin towers of the World Trade Centre, New York in September 2001, the Madrid train bombings in 2004 and the attacks on the London Buses and Underground in 2005, are a shocking reminder.

Critically analyse the effects terrorist attacks have on visitor markets and the implications of long-term impact upon demand for specific destinations.

2. 'The evolution of Information Communication Technology (ICT) has profoundly changed the ways in which travel and tourism are managed and marketed.' (Middleton et al 2009:242).

Compare and contrast how this continuing evolution of ICT can provide both opportunities and threats to small and medium-sized tourism enterprises, using examples from industry.

3. Throughout the world over 80% of all visitor attractions are associated with death and disaster which has come to be known as dark tourism (Sharpley and Stone 2009). These dark tourism sites and attractions vary enormously from "houses of horror" to places of pilgrimage and include Holocaust death camps and sites of major disasters or atrocities.

Examine the role of management at dark tourism attractions, critically evaluating how the management team must meet the needs of the continually developing sophisticated customer in search of the experience-based product.

END OF QUESTIONS

Sources:

Middleton, V.T.C., Fyall, A., Morgan, M. And Ranchhod, A. (2009) *Marketing in Travel and Tourism*, (4th Ed), Oxford: Butterworth-Heinemann

Sharpley, R. And Stone, P.R. (2009) *The Darker Side of Travel: The Theory and Practice of Dark Tourism*, Bristol: Channel View