PRIFYSGOL ABERYSTWYTH UNIVERSITY

SEMESTER TWO EXAMINATIONS 2026

ABERYSTWYTH BUSINESS SCHOOL

AB19120: PRINCIPLES OF TOURISM MANAGEMENT

Time allowed: 2 hours

Answer THREE questions out of SIX

This exam contributes **60%** of the overall module mark.

Marks Available: **100**

MAE MODD I FYFYRWYR GYFLWYNO ATEBION I'R PAPUR HWN NAILL AI YN Y GYMRAEG NEU'R SAESNEG

STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Once seated, students may complete the front cover of the answer book and the attendance slip ONLY.

DO NOT TURN THE EXAMINATION QUESTION PAPER ONTO THE NEXT PAGE UNTIL INSTRUCTED TO DO SO.

Answer **THREE** questions out of **SIX**

Please use examples to illustrate your answers.

1. Using any two tourist typology models (e.g., Gray's Wanderlust and Sunlust categorization of tourists), describe how these models can be used to explain tourist motivation. Highlight the strengths, weaknesses and similarities of your chosen models.

2. Apply Butler's Tourism Area Lifecycle (TALC) model to a destination of your choice. Is the model useful in this context? Discuss.

3. Discuss the environmental benefits that tourism can have on a destination. Give examples to illustrate your answer.

4. Discuss the key positive and negative economic impacts that tourism can have on a destination. Provide examples to support your answer.

5. Discuss whether there is still a useful role for travel agents and tour operators in today's travel marketplace. Provide examples to support your answer.

6. Explain the concept of sustainable tourism and how the tourism industry can become more sustainable.

This exam contributes **60%** of the overall module mark.

Marks Available: **100**

END OF PAPER