



ICM

SEPTEMBER 2015

RETAIL TRAVEL OPERATIONS

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
- b) Answer ALL questions in Part A and any THREE questions in Part B
- c) Part A carries 40% of the marks and Part B carries 60% of the marks
- d) Marks for each question are shown in []

PART A

- 1.
 - a) List and describe EIGHT special interest holidays by matching EACH holiday type with destination and tourist demographics. Illustrate your answer within a chart. [12]
 - b) List and describe SIX reasons for the increase in short break holidays. [8]
- 2. One reason for prices of exactly the same holiday varying so much is the negotiation of competitive rates and volume of business. Another is vertical integration in the chain of distribution. Discuss. [20]

PART B

- 3. Explain your understanding of EACH of the following travel terms:
 - a) Incentive tour
 - b) Inclusive tour
 - c) Validity
 - d) Wait-listed
 - e) Producer [20]
- 4.
 - a) Outline the operational costs of an independent travel agency. [10]
 - b) Explain how travel agencies earn their income. [10]
- 5. Explain what is included in a travel insurance policy for EACH of the following headings:
 - a) Medical expenses
 - b) Cancellation charges
 - c) Curtailment
 - d) Personal baggage and personal money
 - e) Personal liability [20]
- 6.
 - a) List and describe the SEVEN steps in a tour operator's development programme of a new tour product. [12]
 - b) Explain EACH of the following tour operating terms:
 - i Upgrade
 - ii Supplement
 - iii Pre-bookable
 - iv No surcharge guarantee [8]
- 7.
 - a) Explain the influence foreign currency exchange rates have on clients' choice of travel destinations. [12]
 - b) What advice would you give a client travelling abroad for the first time with regard to personal financial security and payment choices? [8]
- 8. Describe the impacts of tourism, positive and negative, relating to the following headings:
 - a) Environmental
 - b) Economic
 - c) Cultural
 - d) Infrastructure [20]