



ICM

SEPTEMBER 2015

TOUR 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 any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. a) Explain the THREE main elements of the tour operator's product and give a precise definition of the tour operator's role. [10]
b) Name and briefly describe NINE features of a package holiday. [10]
 - 2. a) Identify and describe FIVE different ancillary services offered by the tour operator. [5]
b) Classify and explain TEN different special interest holidays offered by the specialist tour operator. [15]
 - 3. a) Compare at least FIVE different areas of research, carried out by the tour operator. [10]
b) Explain what is meant by the following THREE terms used when drawing up contracts with an airline for chartering an aircraft: [10]
 - i Time-series charters
 - ii Part charters
 - iii Ad hoc chartering
 - 4. a) Discuss and explain how you would carry out a SWOT analysis for a tour operator. [15]
b) Demonstrate, by use of a model, a growth share matrix, describing the part played by the different terms used for 'product positioning' (stars, cash cows, question marks and dogs). [5]
 - 5. a) Debate and describe the impact the Internet is having on the following: [15]
 - i Traditional brochures
 - ii Tour operator's marketing
 - iii Travel writing and journalism
 - iv Visual technology
b) Give details of FIVE areas of information required on the booking form, to be sent by the travel agent to the tour operator with the agent's remittance. [5]
 - 6. a) Explain, by way of a diagram, who does what in an emergency in a typical tour operator's overseas department. [15]
b) List FIVE questions a passenger information team should be prepared to answer from various interested bodies (relatives, the media, security services and police, etc.) after an emergency. [5]
 - 7. Discuss in detail why the holiday industry requires a great deal of legal protection. Explanations should be given of at least THREE regulatory or trade organisations, the package travel regulations and the 'bonding' system. [20]
 - 8. a) Explain at least FIVE beneficial impacts caused to destinations by tour operators. [10]
b) Explain at least FIVE internal impacts caused to destinations by tour operators. [10]