



ICM

DECEMBER 2016

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 any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1.
 - a) List and describe SIX factors that have influenced the rapid growth of short-break vacations. [10]
 - b) Describe the key differences between EACH of the following types and styles of accommodation:
 - i City hotels
 - ii Motels
 - iii Pensions or guest houses
 - iv All-inclusive hotels [10]
 2.
 - a) List and describe the SIX factors which determine the cost of a cruise. [10]
 - b) Explain the reasons for the increased popularity of worldwide cruising over the last decade. [10]
 3. Explain EACH of the following insurance terminologies:
 - a) Loss adjuster
 - b) Claim
 - c) Exclusion
 - d) Force majeure
 - e) Underwriter [20]
 4.
 - a) IATA has been instrumental in getting airlines to work together in SIX different functional areas. Explain the differences between EACH area. [12]
 - b) Describe and explain the THREE IATA air traffic world conference areas. [8]
 5.
 - a) Discuss the positive and negative impacts of evolving tourism expansion within a country. [10]
 - b) Comment on the way your own country's tourism development has evolved and provide examples of good sustainable tourism strategies. [10]
 6. Two reasons for the price of exactly the same holiday varying is negotiating competitive rates with suppliers and volume of business. Another is vertical integration in the chain of distribution. Discuss. [20]
 7. Explain the advantages of booking the component elements of an overseas holiday directly with the principals, when compared with booking a tour operator's all-inclusive package holiday through a travel agent. [20]
 8.
 - a) Explain the legal and regulatory conditions with which a travel agent is required to comply. [10]
 - b) Define the term **contract** in respect of a tour operator package holiday booking made through a travel agent in connection with a customer's holiday complaint. [10]