



ICM

JUNE 2016

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 []
1. a) Describe the traditional package holiday and explain the function of EACH of the tour operators' THREE principal package holiday elements. [12]
b) Illustrate and explain EACH of the FOUR components of the chain of distribution. [8]
2. a) Identify and describe the SEVEN stages involved in the planning of a tour programme. [10]
b) Define the functions of EACH of the following market research models:
i The marketing mix – Place – Price – Product – Promotion
ii The AIDA model – Awareness – Interest – Desire – Action [10]
3. a) Define and describe FOUR popular European short haul holidays. [10]
b) Compare and explain the characteristics of short haul and long haul holidays. [10]
4. a) Identify and describe TEN document items compiled for each holiday by general administration staff or reservation staff. [10]
b) When booking a holiday for a customer, Holiday Reservation Systems booked by a travel agent require seven pieces of information to secure the client's holiday before further processing. List and describe EACH part of this necessary information. [10]
5. a) Compare the role and function of the resort rep. in contrast to that of the courier. [12]
b) Define and explain the working functions of the overseas department. [8]
6. Various industry bodies exist which have developed to represent the industry and to protect consumers. Name these organisations and analyse and describe their roles and importance within the travel industry. Include the reasons for legislation and industry failure. [20]
7. a) Comment on the way changing patterns in holiday markets have affected your country's tourism over the last few years for EACH of the following headings:
i Socio-demographic markets
ii Environment
iii Tourism expenditure
iv Seasonality [12]
b) List the common reasons for tour operators to change their portfolio of destinations. [8]
8. Explain EACH of the following terms or acronyms used within the travel industry:
a) Break-even
b) All-inclusive
c) CAA
d) Back to back
e) Distribution channel
f) Fly-cruise
g) ABTA
h) Itinerary
i) Charter
j) Deregulation [20]