



ICM

MARCH 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. The tour operator's product differs from most products in five distinct ways or 'features'. Explain the function of EACH of the FIVE features of the tour operator's product. [20]
 2. a) Use a model or chart to describe in detail the marketing application of the **relative market share** by tour operators. [10]
b) Describe and explain the functions of the tour operator's marketing department. [10]
 3. When tour operators calculate the cost of a holiday this requires a pricing strategy with **key financial elements**. Explain your understanding of this term. [20]
 4. a) Describe what is meant by EACH of the following terms found in the back of the brochure text:
i Surcharges
ii Cancellation by you
iii Complaints procedure
iv Flight delays [12]
b) Define the **Trades Descriptions Act** and explain how it can influence the written content and holiday descriptions within a brochure. [8]
 5. a) Outline the role of the **overseas resort representative**, listing at least TEN areas of responsibility within the role. [15]
b) Give a detailed description of the role of a **courier**. [5]
 6. a) Define EACH of the FOUR elements contained within a bonding system. [12]
b) Describe EACH of the key aims of the ABTA Code of Conduct. [8]
 7. a) Identify SIX beneficial influences tour operators bring to a destination. [6]
b) List and describe TEN external influences on operators' decisions to develop programmes overseas. [10]
c) Give a basic description and illustration of the **tourism economic demand model**. [4]
 8. Discuss and analyse the policy of concentrating tourists rather than dispersing them, using examples from both developing and developed countries. [20]