



ICM

MARCH 2017

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) Identify and describe SIX beneficial influences tour operators bring to a destination. [6]
b) Identify and describe TEN external influences on operators' decisions to develop programmes overseas. [10]
c) Illustrate with a model or chart the tourism economic demand model. [4]
2. a) Analyse the importance of the Trades Description Acts 1968 and 1972 for product descriptions and services. Categorise the THREE offences the Act covers for oral and written descriptions and to which tour operators must adhere. [15]
b) Describe the functions of the Misrepresentation Act 1967. [5]
3. a) Describe the role of the overseas resort representative, identifying at least TEN areas of responsibility within the role. [15]
b) Explain in full the role of a courier within a package holiday. [5]
4. a) Describe the importance of the brochure as a selling tool for tour operators, identifying some of its drawbacks in this electronic age. [10]
b) List and describe the different components of a tour operator's brochure. [10]
5. a) Describe in detail, with a model or chart, the marketing application of the relative market share by tour operators. [10]
b) Explain the functions of the tour operator's marketing department. [10]
6. a) Describe the benefits to a tour operator of EACH of the following package holiday product features:
i Destination
ii Airport
iii Airline
iv Transfers
v Resort rep
vi Tour operator
vii Travel agent [10]
b) The product sold by the tour operator differs from that sold by most wholesalers in FIVE crucial ways. Name these different ways and explain them. [10]
7. Explain EACH of the following tour operating terms:
a) Bonding
b) Charter
c) Global indicator
d) Horizontal integration
e) Tourist generating [20]
8. a) List and describe TEN special interest holidays, matching EACH holiday type with the appropriate socio-demographic age group in the form of a chart or diagram. [15]
b) Name and describe TWO long haul winter sports destinations and three short haul European destinations. [5]