



# ICM

SEPTEMBER 2017

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) When organising an incoming group tour, an incoming tourism agent is required to deliver a range of key services. Identify and briefly describe up to TWELVE of these. [12]  
b) Give examples of how coach tours have become increasingly popular for a variety of socio-demographic markets. Give reasons for this growth. [8]
  - 2. a) Explain in detail EACH of the following car rental insurance terms:
    - i CDW
    - ii PAI
    - iii TP
    - iv 3rd party [8]  
b) Identify the key areas of information required from your client when booking a car as an add-on to a package holiday. [12]
  - 3. a) Explain in detail EACH of the following insurance terms, illustrating with examples of real tourist situations in which these terms would apply:
    - i Premium
    - ii Excess
    - iii Exclusion
    - iv Principals [12]  
b) Identify and describe the main areas of cover included within a standard travel insurance policy. [8]
  - 4. a) Illustrate the travel industry chain of distribution using a model and demonstrate your understanding of the travel agent's position within it. [6 + 4 for illustration]  
b) In the construction of a new tour programme, tour operators are involved in careful staged planning. Identify and describe the main steps in this process. [10]
  - 5. a) List at least FIVE examples EACH for a travel agent's fixed costs and variable costs. Differentiate carefully between the two. [10]  
b) Why is it advisable for a client to use a credit card when paying a travel agent or retailer? Identify and explain at least SIX advantages. [10]
  - 6. Identify and explain the skills required by travel consultants to carry out effectively the following selling activities:
    - a) Discovering client needs
    - b) Identifying product benefits for the client
    - c) Closing the sale
    - d) Providing after-sales service [20]
  - 7. a) In what ways has IATA been influential in enabling airlines to work together? [12]  
b) Explain your understanding of the following airline terms:
    - i Transit
    - ii International date line
    - iii Backtracking
    - iv IATA traffic and conference areas [8]

*continued overleaf*

8.     a)   Market research is an essential step in planning an overseas group tour. Explain in detail the stages of market research involved. [12]
- b)   Identify and describe the main elements of a package tour. [8]