



ICM

SEPTEMBER 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 []
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- 1.
 - a) Describe and explain the working principles of vertical and horizontal integration within the chain of distribution model. [12]
 - b) Identify and describe FOUR examples of why small tour operators will survive. [8]
 - 2.
 - a) Describe the SEVEN stages involved in the planning of a tour programme. [14]
 - b) Explain what is meant by EACH of the following tour operating chartering terms:
 - i Time-series
 - ii Part charter
 - iii Ad hoc chartering [6]
 - 3.
 - a) Explain the principles of tour operators applying a SWOT analysis when examining their companies' market profiles. Provide suitable examples for EACH stage of the model. [12]
 - b) Summarise EACH of the FOUR components of the Relative Market Share Model. [8]
 - 4. In a traditional tour operator a high percentage of their gross turnover would be spent on advertising. The tour operator will use the AIDA model to evaluate the impact within the advertising brief. Discuss, explain and analyse this procedure. [20]
 - 5.
 - a) Describe the fundamental principles of **bonding**, and outline EACH of the FOUR key areas that bonding legislates for the consumer. [12]
 - b) Explain the importance for tour operators in obtaining an ATOL licence. [8]
 - 6.
 - a) Identify and describe TEN external influences on tour operators' decisions to develop holiday programmes overseas. [10]
 - b) What is meant by the term '**integrated sustainability**' in the tour operating business? [10]
 - 7.
 - a) ABTA's Code of Conduct on standards of brochures requires significant and specific information featured in the back of the holiday brochure. List and describe any FIVE specific topics and their purpose. [10]
 - b) Explain the client procedure which should be followed when communicating with the tour operator in the event of a holiday complaint. [10]
 - 8.
 - a) There are five features of the tour operators product. Describe EACH of these. [12]
 - b) The traditional package holiday is made up of three elements which are bulk purchased by the tour operator. Describe in detail EACH of these elements. [8]