



# ICM

JUNE 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) List and explain the FIVE features of the tour operator's product which make it crucially different to other products. [10]  
b) The total package holiday product includes TEN separate segments. Describe EACH of these. [10]
  - 2. a) Identify and describe the outline stages in the planning of a tour programme. [10]  
b) Explain the difference between EACH of the following charters:
    - i Time series
    - ii Part charter [10]
  - 3. a) Identify FOUR short haul European destinations for EACH of the following headings:
    - i Summer sun
    - ii Winter sport
    - iii City breaks [12]  
b) List and describe EIGHT special interest holidays. [8]
  - 4. Explain EACH of the following terms found in the back of a holiday brochure:
    - a) Insurance
    - b) Pricing policy
    - c) Surcharges
    - d) Noise
    - e) Building works [20]
  - 5. a) Explain how seasonality of demand affects the wholesale and retail elements of the travel industry for EACH of the following:
    - i Brochure publication
    - ii Late bookings
    - iii Internet bookings
    - iv Purchasing trends [12]  
b) Is the demise of the traditional holiday brochure inevitable? Discuss. [8]
  - 6. a) Explain the functions of **bonding** within the travel industry. [12]  
b) Describe the role of **ABTA** within the travel industry. [8]
  - 7. a) List and describe TEN factors which can affect a tour operator's decision to develop overseas programmes. [15]  
b) Explain how the fluctuation of foreign exchange rates can influence customer choice in travel destinations. [5]
  - 8. a) Describe and illustrate the role of the tour operator within the chain of distribution in the travel business. [6 + 4 for illustration]  
b) The traditional package tour is made up of three distinct elements which are bulk purchased by tour operators. Describe EACH of these elements. [10]