



TOUR OPERATIONS

Wednesday 8th June 2022

Time allowed

Three hours

Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.



ICM

ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Explain **five** benefits of tourism to a destination. Use examples to support your explanation. [20 marks]
2. Explain each of the following brochure terms:
 - (a) Surcharges [5 marks]
 - (b) Cancellation by you [5 marks]
 - (c) Complaint's procedure [5 marks]
 - (d) Flight delays [5 marks]
3. Discuss the ways in which holiday choices have affected tourism over the last ten years. Use examples to support your discussion. [20 marks]
4. Discuss the application of a growth share matrix to product positioning in tour operations. Use a diagram to support your explanation. [20 marks]
5. Discuss the benefits to destinations of concentrating tourists as opposed to dispersing tourists. Use examples to support your discussion. [20 marks]
6.
 - (a) Explain the difference between horizontal integration and vertical integration in the tourism industry. Use examples to support your explanation. [10 marks]
 - (b) Explain **one** benefit of horizontal integration to a Tour Operator. [5 marks]
 - (c) Explain **one** benefit of vertical integration to a Tour Operator. [5 marks]
7. Analyse **five** components of a package holiday from the perspective of a tour operator. Use examples to support your analysis. [20 marks]
8. Discuss the environmental effects of tour operations on receiving countries. Use examples to support your discussion. [20 marks]

END OF QUESTIONS