



ICM

SEPTEMBER 2016

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) Discuss ways of protecting against fraud when using plastic cards as money when holidaying overseas. [10]
 - b) Explain the importance of knowing the difference between the buying and the selling rate of exchange when dealing with foreign currency. [10]
 - 2.
 - a) Explain the procedure for handling a client's complaint which has not been satisfactorily dealt with at source. [10]
 - b) List the key points to keep in mind when handling complaints. [10]
 - 3.
 - a) Describe the role of EACH of the following in the sales process, as used by a travel consultant:
 - i Open and closed questions
 - ii Identifying the client's needs
 - iii Closing the sale
 - iv After-sales service [12]
 - b) Explain the FOUR key stages in the time management skills cycle. [8]
 - 4.
 - a) Describe SIX factors which have influenced the increased popularity of the short break market. [6]
 - b) Provide a list of TEN special interest holiday markets matched with appropriate destinations and socio-demographic target markets for EACH. [14]
 - 5.
 - a) List and describe SIX key insurance tips that travel agents may provide to customers. [12]
 - b) Explain EACH of the following insurance terms:
 - i Exclusion
 - ii Underwriter
 - iii Principals
 - iv Excess [8]
 - 6.
 - a) Explain what is meant by EACH of the following airline industry terms:
 - i Stopover holidays
 - ii Restricted articles
 - iii In transit
 - iv Time differences [12]
 - b) Explain your understanding of the term **IATA traffic conference areas** and illustrate with a diagram or map. [8]
 - 7. Describe in detail TEN key areas of market research necessary when planning a special interest overseas tour. [20]
 - 8. What is the likely future for the conventional travel agent with the advent of the Internet and the growing tendency for customers to book online? Discuss. [20]