



SEPTEMBER 2016

## 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) The traditional package holiday is made up of three elements. These are **transport**, **accommodation** and **transfers**. Describe EACH of these elements and give at least THREE examples of different types of each element. [12]
    - b) Define the **chain of distribution** within the travel industry and create a detailed diagram illustrating this process. [8]
  2.
    - a) A package holiday is made up of various segments or components which the tour operator has to incorporate into the final product. Identify and describe the features of EIGHT of these components. [8]
    - b) The package holiday usually offers extras or optional ancillary products and services to the customer. Identify and list EIGHT **ancillary products** which may be available to the customer purchasing from the UK and prior to their departure and FOUR **ancillary products** which may be available when the customer arrives at their overseas destination. [12]
  3.
    - a) Define and explain the differing roles of the THREE main categories of tour operator. [8]
    - b) List and describe SIX types of **special interest holidays**. [12]
  4. Explain the function of the marketing department of a large tour operator. Include the following in your explanation:
    - a) Illustrations of the SWOT model of analysing the tour operator's strategy
    - b) A Growth-Share matrix for product positioning
    - c) The 'marketing mix of the 'Four P's'
    - d) Market research [20]
  5.
    - a) Identify and describe at least TEN categories of information which the tour operator should include within the brochure, as required by ABTA's Code of Conduct. [15]
    - b) Explain the following terms of general and specific information which ABTA require should appear on the back page of the brochure:
      - i Surcharges
      - ii Flight delays
      - iii Noise [5]
  6. Using the following headings as a guide, discuss and analyse the way in which changing holiday patterns have affected tourism over the last few years. Provide examples for EACH:
    - a) Destination trends
    - b) Socio-demographic markets
    - c) Cruising
    - d) Short breaks
    - e) Luxury holidays
    - f) Special interest holidays [20]
  7.
    - a) Describe and explain the main points of the Package Travel, Package Holidays and Package Tours Regulations 1992 Act. [15]
    - b) Define the term '**bonding of holidays**'. [5]
  8. Carry out a detailed analysis of both positive and negative impacts of tour operating on a destination. [20]