Retail Travel Operations

Main topics of study:

Package and Group Tours:
- Introduction
- Planning A Group Tour

Short Breaks, Special Interest Holidays, Theme Parks, Holiday Centres, Accommodation and Theatre Reservations:
- Short Breaks
- Special Interest Holidays
- Useful Addresses
- National Parks
- Skiing
- Holiday Centres/Hotels
- Accommodation
- Theatre Reservations

Coaching and Incoming Tourism:
- Coaching
- European Coach Holidays
- Making a Reservation
- Incoming Tourism

Cruising:
- Introduction
- Passengers and Passenger Density
- Factors in Cruise Costs
- Some Nautical Terms
- International River Cruise Destinations
- Ocean, River and Canal Cruising
- Client Information on Cruising
- Cruising Areas

Car Rental:
- Benefits of Car Rental
- Growth of Car Rental
- Tariffs
- Car Groups
- Fuel Consumption
- Car Rental Insurance
- Organising Car Rental

Ferry Services and Railways:
- Ferry Services
- Making the Reservation
- Railways

Airlines:
- Introduction
- IATA Traffic and Conference Areas
- Most Logical Routings
- Aircraft Types
- Fear of Flying
- Deep Vein Thrombosis
- Seat Pitch
- Charter Airlines
- Organising an Itinerary
- Time Differences and Elapsed Flying Time
- Passports, Visas and Health Regulations
- Special Services for Passengers
- Airport Information
- Stopover Holidays

Technology:
- Introduction
- Understanding Systems
- Travel Agency Systems
- View Data
- Global Distribution Systems
- GDSs and e-Commerce

The Internet:
- Introduction
• A Brief History
• How the Internet Works
• Getting Online
• Tour Operators and the Internet
• The Internet as a Marketing Tool
• Travel Portals

Insurance:
• Holiday Insurance
• What Is Included in a Travel Insurance Policy
• Exclusions
• Specialist Insurance – Pre-existing Illness, Dangerous Activities
• E111 Coverage
• Association of British Travel Agents (ABTA) Code of Conduct
• Terminology Explained
• Making a Claim
• Information Required Before Issuing a Policy
• Insurance Tips for Travel Agents

Finance:
• Introduction
• How Travel Agents Earn Their Income
• Operational Costs of an Independent Travel Agency
• Security
• Legal and Regulatory Requirements
• Handling Cheques and Credit Cards
• Cheques
• Foreign Currency
• Travellers’ Cheques
• The Euro
• Disposable Income

Skills:
• Skills Required to Work in a Travel Agency
• Product Benefits for the Client
• Using the Telephone
• Sales Techniques in the Office
• Identifying the Client’s Needs
• Closing the Sale
• After-sales Service
• Client Relations
• Time Management

Handling Complaints:
• Introduction
• ABTA and Arbitration

Reading List
Main Text: Manual of Travel Agency Practice (3rd Edition) – Gwenda Syratt and Jane Archer (Elsevier Butterworth Heinemann)
MARCH 2011

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 ALL questions in Part A and any THREE questions in Part B
c) Part A carries 40% of the marks and Part B carries 60% of the marks. Marks for each question are shown in [ ]

PART A

1. a) List and describe SIX factors that have influenced the rapid growth of short-break vacations. [10]
   b) Describe the key difference in EACH of the following types and styles of accommodation:
      i) city hotels
      ii) motels
      iii) pensions or guest houses
      iv) all-inclusive hotels [10]

2. a) List and describe SIX components of a package tour. [10]
   b) Explain the component steps for organising group travel. [10]

PART B

3. a) List and describe the SIX factors which affect the cost of a cruise. [10]
   b) Explain the reasons for the increased popularity of worldwide cruising over the last decade. [10]

4. Explain EACH of the following insurance terminologies:
   a) Excess
   b) Principals
   c) Exclusion
   d) Force majeure
   e) Underwriter [20]

5. a) IATA has been instrumental in getting airlines to work together in six different areas. Describe the function of EACH area. [10]
   b) Explain and describe the THREE component elements of IATA air traffic world conference areas. [10]

6. One reason for the price of exactly the same holiday varying is negotiating competitive rates with suppliers and volume of business. Another is vertical integration in the chain of distribution. Discuss. [16 + 4 model]

7. a) Explain the legal and regulatory conditions with which a travel agent is required to comply. [10]
   b) Define the term contract in respect of a holiday booked with a tour operator, through a travel agent, in connection with a customer’s holiday complaint. [10]

8. Describe the advantages of booking the component elements of an overseas holiday directly with a tour operator’s all-inclusive package holiday through a travel agent. [20]
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 ALL questions in Part A and any THREE questions in Part B
c) Part A carries 40% of the marks and Part B carries 60% of the marks
d) Marks for each question are shown in [ ]

PART A
1. One reason for prices of exactly the same holiday varying so much is the negotiation of competitive rates and volume of business. Another is vertical integration in the chain of distribution. Discuss. [20]

2. Describe the impacts of tourism – positive and negative – relating to the following headings:
   a) Environmental
   b) Economic
   c) Cultural
   d) Infrastructure [20]

PART B
3. Explain what is included in a travel insurance policy for EACH of the following headings:
   a) Medical expenses
   b) Cancellation charges
   c) Curtailment
   d) Personal baggage and personal money
   e) Personal liability [20]

4. a) Outline the operational costs of an independent travel agency. [10]
    b) Explain how travel agencies earn their income. [10]

5. a) Explain the influence foreign currency exchange rates have on clients’ choice of travel destinations. [12]
    b) What advice would you give a client travelling abroad for the first time with regard to personal financial security and payment choices? [8]

6. a) List and describe EIGHT special interest holidays by matching EACH holiday type with destination and tourist demographics. Illustrate your answer with a chart. [12 description and match, 2 chart]
    b) List and describe SIX reasons for the increase in short-break holidays. [6]

7. a) List and describe the SEVEN steps in a tour operator’s development programme for a new tour product. [12]
    b) Explain EACH of the following tour operating terms:
       i) Upgrade
       ii) Supplement
       iii) Pre-bookable
       iv) No surcharge guarantee [8]

8. Explain your understanding of EACH of the following travel terms:
   a) Incentive tour
   b) Inclusive tour
   c) Validity
   d) Wait-listed
   e) Producer [20]
Instructions to candidates:

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PART A
1. a) List and describe the SIX components of a package tour. [10]
    b) Explain the difference between EACH of the following terms when related to package and group tour planning and development:
       i) marketing mix
       ii) communication mix [10]
2. a) Explain how EACH of the following terms influences the final price of a package holiday, illustrating with a model for EACH example:
       i) Back to back
       ii) Empty leg [6 + 4 for model]
    b) List and describe TEN elements generally included within the cost of a standard package holiday. [10]

PART B
3. a) Handling problems or complaints within a travel agency requires skill and diplomacy. List and describe EIGHT positive guidelines when dealing with a dissatisfied client. [8]
    b) Describe the role of ABTA in relation to arbitration procedure. [12]
4. Explain EACH of the following holiday insurance terms:
    a) principals
    b) excess
    c) force majeure
    d) exclusion
    e) intermediary [20]
5. a) Explain and describe EACH of the following airline terms:
       i) time difference and elapsed flying time
       ii) the international date line
       iii) hub airports
       iv) logical routings
       v) GMT [10]
    b) Organising an itinerary for a stop-over holiday requires careful stage planning. List and describe the key topics involved in this planning process. [10]
6. a) List and describe the SIX factors which affect the fare structure of a cruise. [6]
    b) Describe FOUR cruise routes, TWO in the northern hemisphere and TWO in the southern hemisphere. [8]
    c) Explain EACH of the following nautical terms:
       i) drill
       ii) manifest
       iii) starboard
       iv) free port
       v) course [6]
7. a) List and describe the fixed and variable costs of a travel agency. [14]
    b) Explain SIX advantages for the holiday client paying by credit card. [6]
8. Explain in detail the key differences between procedures for business travel bookings and standard all-inclusive package holiday bookings. [20]
Instructions to candidates:
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PART A
1. a) List and describe EIGHT special interest holidays by matching EACH holiday type with destination and tourist demographics. Illustrate your answer within a chart. [14]
   b) List and describe SIX reasons for the increase in short-break holidays. [6]

2. One reason for prices of exactly the same holiday varying so much is the negotiation of competitive rates and volume of business. Another is vertical integration in the chain of distribution. Discuss. [20]

PART B
3. Explain your understanding of EACH of the following travel terms:
   a) incentive tour
   b) inclusive tour
   c) validity
   d) wait-listed
   e) producer [20]

4. a) Outline the operational costs of an independent travel agency. [10]
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