



MANAGEMENT OF TRAVEL & TOURISM OPERATIONS

Remote Assessment September 2020

Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:
"I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged".

Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



ANSWER ALL QUESTIONS

1. As a travel consultant, you have been asked by the company for which you work to write a report in which you explain reasons why tourist destinations become obsolete. In your report you must demonstrate an understanding of the underpinning concepts and ideas, using examples to support your explanation.

(Word limit 750)

[25 marks]

2. Forecasting is an essential part of the sales process. Discuss the importance of forecasting, including both the qualitative and quantitative principles of the forecasting mix. In your response you must give a detailed account including a range of views and examples to support your discussion, with a brief conclusion.

(Word limit 750)

[25 marks]

3. Discuss the following factors that are involved in regeneration and re-engineering in order for areas to fulfil their potential as a tourist destination. In your response you must give a detailed account including a range of views and examples to support your discussion, with a brief conclusion.

- Improvement opportunities
- Modifying markets
- Repositioning

(Word limit 750)

[25 marks]

4. As a manager for a tour operator, you have been asked to write a journal article. In your article analyse the risks that affect tour operators contracting transportation and accommodation when developing their own marketing mix. You must examine each of the risks and demonstrate how contemporary ideas are linked to practice.

(Word limit 750)

[25 marks]

END OF QUESTIONS