



RETAIL TRAVEL 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 customer service representative for a travel operator, you have received a complaint from a customer. Describe the procedure you must follow when handling customer complaints, including what action a customer who has not been satisfactorily dealt with by their travel agency may take. In your response you must provide a detailed account.

(Word limit 750)

[25 marks]

2. Evaluate booking holiday and travel arrangements online as an alternative to using a traditional travel agent. In your response you must examine the strengths and weaknesses of both methods of booking.

(Word limit 750)

[25 marks]

3. As a manager of a travel agency, you are required to carry out market research as part of the planning for a special interest overseas tour. Describe the market research you must carry out in preparation for the tour, providing a detailed account.

(Word limit 750)

[25 marks]

4. When travelling overseas, tourists are presented with a number of options and challenges in relation to currency and spending. Evaluate the risks associated with each of the following. In your response you must examine the strengths and weaknesses of each method of payment.

- Using debit or credit cards for purchases or paying bills
- Foreign exchange/buying local currency overseas
- Bank transfers

(Word limit 750)

[25 marks]

END OF QUESTIONS