

S.D.E.

T.Y.B.A. (TOURISM STUDIES) : SUMMER - 2018

SUBJECT : TRAVEL AGENCY & TOUR OPERATION BUSINESS

Day : **Wednesday**

Time : **11.00 AM TO 02.00 PM**

Date : **18/04/2018**

S-2018-4130

Max. Marks : 70

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
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Q.1 Attempt **ANY FOUR** of the following: **[20]**

- a) What are the qualities of a good travel agent?
- b) Who are Travel Retailers? Explain with examples.
- c) What is IATA? Give its functions.
- d) Discuss the differences between Travel Agent and Tour Operator.
- e) Distinguish between 'Inbound' and 'Outbound' Tourism.

Q.2 Attempt **ANY TWO** of the following: **[10]**

- a) Draw the hierarchy chart of a large travel agency.
- b) Write a short note on types of tour operators.
- c) Elaborate on the role of technology in a travel agency and tour operation business.

Q.3 Attempt **ANY ONE** of the following: **[10]**

- a) List and explain the basic requirements in setting up of a Travel Agency.
- b) Discuss the following functions of a Tour Operator
 - i) Tour Formulation
 - ii) Market Research

Q.4 Attempt **ANY TWO** of the following: **[10]**

- a) Discuss the various records and registers maintained by a Travel Agency.
- b) What points should be kept in mind while formulating tour package brochure.
- c) Write a short note on 'Sources of revenue generation' for a travel agency.

Q.5 Attempt **ANY ONE** of the following: **[10]**

- a) Give the definition, types and functions of a Travel Agent.
- b) Explain the concept of Tour Package Management.

Q.6 Attempt **ANY TWO** of the following: **[10]**

- a) Write a note on history and growth of Travel Agencies In India.
- b) Explain in brief how Tour packages are priced.
- c) 'Travel agent is a link between supplier and consumer'- Justify the statement.

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