

S.D.E.

T.Y.B.A. (TOURISM STUDIES) : WINTER - 2017

SUBJECT : TRAVEL AGENCY & TOUR OPERATION BUSINESS

Day : Monday
Date : 30/10/2017

Time : 11.00 AM TO 02.00 PM
Max. Marks : 70

W-2017-3939

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) Write in brief about various registers maintained by Tour operators.
 - b) Comment on current status of travel agencies in India.
 - c) Discuss various sources of revenue generation by a travel agency.
 - d) Explain the process for approval of travel agency in India.
 - e) Write a short note on 'IATA'.
- Q.2** Attempt **ANY TWO** of the following: [10]
- a) Draw an organizational chart of a travel agency.
 - b) Distinguish between Inbound and Outbound Tourism.
 - c) List and explain different types of tours.
- Q.3** Attempt **ANY ONE** of the following: [10]
- a) Elaborate on the role of travel agents in tourism.
 - b) Discuss the various points to be kept in mind while planning an itinerary.
- Q.4** Attempt **ANY TWO** of the following: [10]
- a) Explain how 'travel agencies' are different from 'tour operators'.
 - b) Write a short note on types of tour operators.
 - c) Discuss the various features of 'Tour Package Management'.
- Q.5** Attempt **ANY ONE** of the following: [10]
- a) Discuss the following function of a tour operator:
 - i) Liaison with suppliers
 - ii) Market Research
 - b) What are the basic requirements in setting up of a travel agency and tour operation unit?
- Q.6** Attempt **ANY TWO** of the following: [10]
- a) Write a short note on 'Designing of a Tour package brochure'.
 - b) Comment on 'Future of tour business'.
 - c) Elaborate on concept of 'Travel retailing and operations'.

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