



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fifth Semester B.Voc. Degree Examination, November 2016

First Degree Programme under CSS

Skill Course – XVII (for Tourism & Hospitality Management)

AUTH571: Travel Agency and Tour Operation Management

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Write a short note on Thomas Cook.
2. Mention the importance of TAAI.
3. What do you mean by CRS and GDS ?
4. What is Traveler's cheque ?
5. Which are the major types of travel agencies ?
6. Write a note on IATO.
7. Define a hosted tour.
8. What is a FAM tour ?
9. Differentiate between inclusive and non inclusive tour.
10. Write a note on the major forms of transportation and its importance in tourism.

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, not exceeding a paragraph of 50 words.

11. Write a note on the need for Human Resources in travel and tour business.
12. What is passport ? Explain the types of passports issued in India.
13. Write a note on Foreign Exchange transaction in travel business.
14. What are the challenges faced by travel agencies ?

15. Define disintermediation. How has it affected travel business ?
16. What are the functions of a travel agency ?
17. What is visa ? Explain the major types of visa.
18. Discuss the importance of travel insurance and health certificates in tours.
19. Write a note on the reference materials used by travel agents and tour operators.
20. Differentiate between horizontal and vertical integration of travel agencies.
21. Define an online intermediary or agency. Give examples.
22. Define events. Discuss the importance of events in tour operation business.

(8 × 2 = 16 Marks)

SECTION – C

*Answer any **SIX** questions, in a page of **100** words.*

23. What are the sources of income for a travel agency ?
24. Write a note on the role of IT in travel business.
25. Explain the fiscal and non fiscal incentives available for tour operators.
26. Discuss how a tour manager will handle the complaints during a tour.
27. What are the components to be taken care of while pricing a tour ?
28. Which are the major crisis or emergencies that can happen during a tour ?
29. Discuss the role of a tour manager.
30. Critically analyze the various stages of executing a tour package.
31. Define a tour brochure. Discuss how a tour brochure helps in marketing.

(6 × 4 = 24 Marks)

SECTION – D

*Answer any **TWO** questions, not exceeding four pages.*

32. Describe in detail the organizational setup of a travel agency. Explain the various procedures and licenses required for setting up a travel agency.
33. Write in detail the various documentation processes performed in a travel agency.
34. Write an essay on the evolution and history of travel agencies and tour operators.
35. Explain the importance of tour itinerary and tour packages. Describe in detail the various types of package tours.

(2 × 15 = 30 Marks)
