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Total Pages : 3

Roll No. -----

ETS-103

Travel Agency and Tour Operations

Diploma in Tourism Studies (DTS)

1st Year Examination December 2023-24

Time: 2:00 Hours

Max. Marks: 50

Note : This paper is of Fifty (50) marks divided into (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contain Five (05) long-answer-type question of Thirteen (13) marks each. Learners are required to answer any two (02) questions only.

[2x13=26]

P.T.O.

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- Q.1. 'Early 19th-century travel was relatively simple and did not involve many significant requirements'. Justify the statement with suitable example.
- Q.2. 'Branding of destinations impacts the community's way of life and culture'. Justify the statement with suitable example.
- Q.3. List the functions of modern travel agency and tour operators.
- Q.4. Explain the guidelines for recognition or renewal and approval of travel agencies from IATA.
- Q.5. Distinguish between:
- a. GIT and FIT
 - b. Travel agents and Tour operators.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contain Eight (08) short-answer-type question of Six (06) marks each. Learners are required to answer any four (04) questions only.

[4x6=24]

- Q.1. How customized tours can greatly benefit the clients?
- Q.2. Explain various types of tour itinerary with suitable examples.

- Q.3. What is online supply chain?
- Q.4. Discuss the origin of American Express Company.
- Q.5. Explain how linkages are effective for distribution of services.
- Q.6. What are the issues that travel agents face in operating large groups?
- Q.7. How technology plays an important role in tourism business in 21st century?
- Q.8. Write short notes on:
- a. Cox and King's
 - b. Thomas Cook
