

A-0290

Total Pages : 4

Roll No. -----

ETS-103

Travel Agency and Tour Operations

Diploma in Tourism Studies (DTS)

1st Year Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 50

Note : This paper is of Fifty (50) marks divided into Two (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 questions on the given answer sheet. No additional (B) answer sheet will be issued.

P.T.O.

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Section-A

(Long-Answer-Type Questions)

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

[2x13=26]

- Q.1. Discuss the phases in the evolution of travel agencies in India. Explain the impact of online travel agencies (OTAs) business in India.
- Q.2. What is the contribution of travel business to the GDP and employment generation in India? Discuss the challenges faced by the travel industry in India.
- Q.3. Discuss the role of technology in travel planning in tourism industry. Explain the rise of eco-friendly tourism practices in the tourism industry.
- Q.4. Explain the key roles and responsibilities of a travel counselor in India. Discuss the key skills required for an effective travel counselor.

- Q.5. Explain the significance of travel trade associations in establishing professional standards and ethics in the Indian tourism industry. Discuss the challenges faced by associations in addressing the ethical issues.

Section-B

(Short-Answer-Type Questions)

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

[4x6=24]

- Q.1. What is the role of travel agents in the tourism industry?
- Q.2. What is the travel costing? Explain with suitable example.

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- Q.3. What is 'VISA on Arrival'? Explain with suitable example.
- Q.4. What are the basic principles to create a successful tourism experience?
- Q.5. Explain the concept of Fam-Trip. Who pays for fam trip?
- Q.6. What are the key factors acting as barriers to the travel in India?
- Q.7. What are the requirements for setting up a IATA approved travel agency in India?
- Q.8. What are travel intermediaries? Explain their role in the tourism industry.
