



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Travel Agency and Tour operations
Program: BBA AVO
Course Code: TRAV2003P

Semester : V
Duration : 03 hrs.
Max. Marks: 100

Instructions:

Q. No	Section A (Type the answers in test box)	10Qx2M=20Marks	COs
Q1	<p>----- is the product of Travel agent</p> <ol style="list-style-type: none"> 1) Amadeus 2) Itinerary 3) Commission 4) Expedia 	2 Marks	CO2
Q2	<p>Short Haul travel is meant for _____Activities?</p> <ol style="list-style-type: none"> 1) MICE 2) Pilgrimage 3) leisure 4) Education 	2 Marks	CO1
Q3	<p>The acronym CDMO stands for _____</p> <ol style="list-style-type: none"> 1) Company Destination Marketing Organization 2) Community Destination Marketing Organization 3) Customer s Destination Marketing Organization 4) Competitor s Destination Marketing Organization 	2 Marks	CO1
Q4	<p>A travel agency is also called as ----- of the tourist product.</p> <ol style="list-style-type: none"> 1)Retailer 2)Manufacturer 3) Distributor 4)Wholesaler 	2 Marks	CO1
Q5	<p>A-----travel agency is owned by shareholders who are represented by a board of directors.</p> <ol style="list-style-type: none"> 1) Proprietorship 2) Partnership 3) Franchising 4) Corporate 	2 Marks	CO1
Q6	<p>----- commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourists on the behalf of the overseas operators.</p> <ol style="list-style-type: none"> 1) Inbound tour operator 2) Ground tour operator 3) Outbound tour operator 4) Unbound tour operator 	2 Marks	CO1
Q7	<p>----- operates as a legally appointed agent, representing the principal in a certain geographic area.</p> <ol style="list-style-type: none"> 1) Tour operator 	2 Marks	CO1

	2) Travel agency 3) Tour broker 4) Ground operator		
Q8	It is Common method of giving discounts from the daily quoted prices in order to close bookings 1) Per Unit Pricing 2) Last Minute Pricing 3) Seasonal Pricing 4) Rack Rate Pricing	2 Marks	CO1
Q9	The value release or the acquisition of economic resources in order to take managerial decisions is called 1) Tour 2) Services 3) Cost 4) None of these	2 Marks	CO1
Q10	Commission earned by a travel agency that is higher than the standard level, as a bonus or incentive to increase productivity refer to----- 1) mark-up 2) incentives 3) commission 4) override commission	2 Marks	CO1
	Section B Answers all the questions (Scan and upload)	4Qx5M= 20 Marks	
Q1	What is the role of Travel Agents Association of India '(TAAI) in commencement of travel trade?	5 Marks	CO2
Q2	Discuss the functions of travel agency.	5 Marks	CO2
Q3	What is temporary land permit? Explain the meaning and guidelines for issuing Protected Area Permit (PAP)/Restricted Area Permit (RAP).	5 Marks	CO2
Q4	Explain the various custom rules for an inbound tourist to India.	5 Marks	CO2
	Section C (Scan and upload)	3Qx10M=30 Marks	
Q1	What is tour cost sheet? Present the types of information is given in the cost sheet.	10 Marks	CO4
Q2	Explain various types of tour itinerary with suitable illustrations.	10 Marks	CO3
Q3	Distinguish between Group Inclusive Tour(GIT) itinerary and Free Independent Traveler (FIT) itinerary. Or What is Commercial Agency Contract? Also explain its features	10 Marks	CO3
	Section D (Scan and upload)	2Qx15M= 30 Marks	
Q1	Case study PATA and Responsible Tourism Practices PATA is a non-profit travel trade association serving government tourist		

offices, airlines, hotels and other travel-related companies throughout the Asia Pacific region. This regional association provides leadership to the countries committed for the promotion of tourism by coordinating and promoting environmental and economic sustainability, cultural preservation, and social responsibility. PATA engages in the following activities related to sustainability and social responsibility:

- PATA Charter of Sustainability and Corporate Social Responsibility
 - APEC/PATA Code for Sustainable Tourism
 - PATA Traveler’s Code
 - PATA Sustainability and Social Responsibility (SSR) Committee Good Practices
 - PATA Gold Awards (including environmental and social engagement)
 - PATA Foundation. The Code for Sustainable Tourism has been adopted by both PATA and APEC as a reflection of strong commitment to tourism growth across the Asia and Pacific region for viable and sustainable tourism.
 - Conserve the natural environment, ecosystems and biodiversity
 - Respect and support local traditions, cultures and communities
 - Maintain environmental management systems
 - Conserve energy and reduce waste and pollutants
 - Encourage a tourism commitment to environments and cultures
 - Educate and inform others about local environments and cultures
 - Cooperate with others to sustain environments and cultures

The PATA in collaboration with China International Heritage Towns Exposition organizes the China Responsible Tourism Forum (CRTF) every year. The forum aims to help, protect and preserve the heritage and culture of ancient villages in China, while responsibly developing these villages to boost tourism. Consumer travel trends indicate that tourists want to travel responsibly and connect with people and culture in an authentic way. The forum works on the threat that mass tourism poses to these communities and their residents. More importantly, the forum also highlights the value-based tourism activities in those villages. Esteemed international and local Chinese experts discussed the ways of implementing responsible tourism development and exchange of ideas in developing and managing tourist sites and attractions. They are also working towards the sustainable and scientific development strategies for deriving economic benefits from cultural assets. In keeping with PATA’s code for responsible tourism, Bali Discovery Tours embraces a program of environmental and cultural preservation.

- to adopt practices for conservation of the environment, including the use of renewable resources in a sustainable manner and conservation of non-renewable resources.
- To emphasize on Conservation of the flora and fauna habitat as well as all cultural sites.
- To consider the community attitudes and cultural values and concerns, including local custom and belief, in the design and execution of our tour products.
- To make compliance with all local, national and international environmental laws.
- To undertake environmentally responsible practices, including waste management, recycling and energy use.

	<p>➤➤ To foster an understanding and respect for environmental and cultural conservation values among our management, employees, contractors and customers.</p> <p>➤➤ To encourage and accept criticism and input from clients and employees in the neverending effort to preserve the natural environment.</p> <p>➤➤ To share our vision of responsible tourism by providing guidelines and suggestions to our clients at the commencement of all our tour programs. It is however reported that international tour operators are the signatories of the pledge for the responsible tourism practices at the destinations. Many of these practices or principles remain to be the philosophy rather than the policies for implementation due to the lack of harmony between tour operators and the government or destination management agencies.</p>		
A	What are the objectives and activities of the China Responsible Tourism Forum & How has the Bali Discovery Tours embraced the PATA's code for responsible tourism practices?	15 Marks	CO4
B	Why many tour operators are failed to obey the responsible tourism practices, Do the responsible tourism practices of PATA remain to be myth or reality? Discuss.	15 Marks	CO3