



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL

B.Voc. Programme 3rd Semester Examination, 2023

DSC5-TOURISM AND HOSPITALITY MANAGEMENT (3.1)

TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any two questions from the following

12×2 = 24

1. Discuss the evolution and growth of the Travel Agency and Tour Operations business highlighting their origins, development, and emergence as key travel intermediaries. Also, explain the inter-relationship between Travel Agencies and Tour Operators. 8+4
2. Explain the various types of Tour Operators. Also, explain the significance of different partners that tour operators collaborate with. 4+8
3. Explain the importance of the Travel Information Manual. Provide an overview of Passports and VISA, including their types, procedures, and necessary information for application. 2+10
4. Outline the process and importance of itinerary preparation in the travel industry. Describe the types of itineraries and the resources involved in itinerary planning. Explain the key factors to consider while preparing an itinerary. 4+4+4

GROUP-B

5. Answer any four questions from the following: 6×4 = 24
 - (a) Discuss the guidelines set by the WATA and the significance of maintaining strong relationships with service suppliers. 6
 - (b) Highlight the significance of health certificates, travel insurance, and currency management during travel. 6
 - (c) Compare and contrast between tariffs, FITs and GITs in the context of tour costing. 6
 - (d) Discuss the role and significance of guides in the travel industry along with their functions and importance for tourists. 6
 - (e) Describe the steps and guidelines for setting up a Travel Agency/Tour Operation Business according to governmental regulations and the IATA rules. 6
 - (f) Provide a brief overview of the TAAI and the IATO and their roles in the travel industry. 6

GROUP-C

6. Answer any four questions from the following: 3×4 = 12
 - (a) Explain the functions of Travel Agencies and Tour Operators. 3
 - (b) Describe the importance of tour brochures in the travel business and how they relate to client communication. 3
 - (c) State the various categories of travel agencies. Use examples to clarify them. 3
 - (d) Explain the factors affecting the tour cost. 3
 - (e) Define the terms ‘credit card’ and ‘debit card’. 3
 - (f) What are the sources of income of TA/TO? 3

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