

BC (Voc)-306

TRAVEL AGENCY: TOUR OPERATIONS BUSINESS-I

External Marks: 60

Internal Marks: 20

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 10 marks each.

Travel agency/tour operations: concept, types, significance and growth.

Function of travel agencies and tour operators; linkages and integrations in tour operation business.

Travel agency organisation structure: concept and significances; procedure for recognitions of travel agency and tour operations from Ministry of Tourism Government of India.

REFERENCES

- Merissen, Jome, W.: Travel Agents and Tourism.
- Foster. D. The Business of Travel Agency.
- Aggarwal Surinder: Travel Agency Management, Communication India.
- Geo. Chack Profession Travel Agency Management, Prentice Hall, London.
- IATA, IATO, TAAI, Mannal.
- William Cordy: Travel in India.
- National Publishers. The World of Travel, National Publishers, Delhi.