

BC (Voc)-406

TRAVEL AGENCY: TOUR OPERATIONS BUSINESS-II

External Marks: 80

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 15 marks each.

Tour itinerary: types and importance of tour itinerary; tour packaging: concept, meaning, types; role and contribution of air India, private airlines and Indian railways in promotion of tour package business.

Digital trends in tourism; challenges and opportunities in online travel for travel agencies

Role and contribution of tourism trade associations in the healthy growth and development of tour business.

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.
- The World of Travel, National Publishers, Delhi.