

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2011-2012)

SUBJECT CODE: 11HS/MC/TA44

B. A. DEGREE EXAMINATION APRIL 2013
BRANCH I A – HISTORY AND TOURISM
FOURTH SEMESTER

COURSE : MAJOR - CORE
PAPER : TRAVEL AGENCIES AND TOUR OPERATOR
TIME : 3 HOURS. MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30

WORDS: (10x3=30)

1. Differentiate between travel agent and tour operator.
2. Write a note on adventure tour operators.
3. Explain the role of Documentation section in a Travel Agency.
4. Galileo.
5. Who is PRO?
6. Write a note on vehicular advertisement.
7. Define the term legislation.
8. Write a note on Chicago convention.
9. Importance of Public Relations in Tourism.
10. What is TTW?

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300

WORDS: (5x 8 = 40)

11. Trace the origin of travel agency business.
12. What role does the travel agent play in generating the tourist flow?
13. Describe various types of tour operators, and their specific roles.
14. List out uses of computer reservation system and its growing importance.
15. Write a note on the Ticketing Process.
16. Explain outdoor advertisement with relevant examples.
17. Write a note on the WTM.
18. Highlight the importance of Legislation in helping the growth of the Tourism Industry.

SECTION – C

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:

(3 x 10 = 30)

19. a. Write an essay about travel regulations for India.
(OR)
b. Explain the structure and functions of a travel agency.
- 20.a. Write down the various steps involved in a tour operation and itinerary planning.
(OR)
b. Explain the importance of advertisement in tourism promotion
- 21.a. Explain various tourism fairs and its growing significance.
(OR)
b. Write about the Warsaw convention and the changes it introduced.
