

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Mar 2024****Duration : 90 Minutes
Max Marks : 50****Sem VI - I1UA605B - Tour Operations and Product Development Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the definition of tour operators in the tourism industry? K2 (2)
- 2) What is the history behind the growth of the travel agency business? K1 (3)
- 3) Describe the role of Indian travel agents and tour operators in the tourism industry. K2 (4)
- 4) Explain the concept of Push and Pull factors in the travel industry. K2 (6)
- 5) What is tourism management, and why is it important in the tourism industry? K3 (6)
- 6) How did the emergence of transportation advancements contribute to the growth of the travel agency business? K3 (9)
- 7) What is pre-tour planning, and why is it important in tour operations? K4 (8)
- 8) Describe the incentives and concessions applicable to tour operators in India. K4 (12)

OR

- Explain the process of obtaining recognition and accreditation as a tour operator in India. K4 (12)