

ADMISSION NUMBER											

**School of Hospitality**  
**Bachelor of Business Administration in Tourism and Travel**  
**Semester End Examination - May 2024**

**Duration : 180 Minutes**  
**Max Marks : 100**

**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 led to the emergence of travel intermediaries? K1 (2)
- 2) Discuss the various sources of earnings for tour operators, including commissions, service charges, and other revenue streams. K2 (4)
- 3) What is an escorted group tour, and what are its advantages? K2 (6)
- 4) What is digital detox, and why are travelers increasingly seeking such experiences? K3 (9)
- 5) Explain the concept of experiential travel and why it appeals to modern travelers. K3 (9)
- 6) Explain the interrelationship between travel agents and tour operators in the travel industry. K5 (10)
- 7) Discuss the International Convention on Travel Contracts (ICTC) and its implications for consumer protection in the tourism industry. K4 (12)
- 8) Differentiate between inbound and outbound tour operators, emphasizing their target markets and operations. K5 (15)
- 9) Discuss the challenges faced by travel agents and tour operators in the modern travel industry landscape. K5 (15)
- 10) What are the government rules and regulations that tour operators must comply with to obtain approval for their operations? K6 (18)