

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI****DIPLOMA IN TOURISM STUDIES ASSIGNMENT***Programme Code: DTS10**Last Date of Submission: 15 MAY 2015***Course Title: Travel Agency and Tour Operation****Course Code: ETS-103****Year: 2014-15 (Summer)****Maximum Marks: 20**

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Differentiate Intra-Continental and Inter-continental tours.
2. What are the various new business opportunities offered by Indian tourism?
3. Give the steps for establishing a travel agency.
4. Write a short note on 'Computer Reservation System.'
5. What are the main objectives of IATA?
6. What is domestic travel operation?
7. Describe the role of communication in tourism system.
8. Write short note on 'Back Haul Rule'

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.

1. What are the major components of travel operations? Why marketing is important for travel agency business?
2. Describe the basic elements of tour package. Prepare an itinerary for a students traveling to Uttarakhand for adventure purpose.
3. "Ministry of Tourism, Govt of India is known as a nodal tourism promotion organisation in India." Justify.
4. Explain the factors responsible for the future growth and development of tourism industry in India.