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The Assam Royal Global University, Guwahati
Royal School of Travel and Tourism Management
All UG Courses
Semester End Examination, June 2023
Course Title: Basics of Tour Operation and Ticketing
Course Code: TTM202G201

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.
The figures in the right-hand margin indicate marks.

Section – A

1. Attempt **all** questions. (Maximum word limit 50) **2 x 8**
- a. Who is a tourist?
 - b. Mention the two major forms of tourism.
 - c. What are the two types of motivation?
 - d. Mention one push and one pull factor of tourism.
 - e. What is a markup price?
 - f. Define tourist itinerary.
 - g. What is a Grand Tour?
 - h. Write the full form of GDS and CRS.

Section – B

2. Attempt **any two** of the following: **6 x 2**
- a. Write a note on the business purposes of tourism.
 - b. What are the components or 5As of tourism?
 - c. What is adventure tourism? What are the two types of adventures? Give examples.
3. Attempt **any two** of the following: **7 x 2**
- a. What are the four major travel motivators by McIntosh and Goeldner?
 - b. Write a note on the six steps of the process of motivation.
 - c. Describe the evolution of travel motivation in your own words.
4. Attempt **any two** of the following: **7 x 2**
- a. Write about the functions of a travel agency.
 - b. What are the steps for developing a tour itinerary?
 - c. Write a note on the use of information technology in travel agency business.
5. Attempt **any two** of the following: **7 x 2**
- a. What is a tour package? What are the different types of tours?
 - b. What are the major components of tour costing?
 - c. Write a note on the package tour formulation process.