



V. M. SALGAOCAR INSTITUTE

of  
INTERNATIONAL HOSPITALITY EDUCATION

**M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT**

Type: Semester End Assessment

Date: 04<sup>th</sup> January 2023

Batch and Semester: 2021- 23 & III

Total Marks: 60

Time Duration: 3 Hours

Course Name: Travel Agency & Tour Operation Management

Course Code: MHO315

Instructor: Mr. Frazer Rodrigues

This paper contains 01 page in addition to the cover page

Full Name of the Student: \_\_\_\_\_

Permanent Registration Number: \_\_\_\_\_ Class: \_\_\_\_\_

Marks Obtained: \_\_\_\_\_ Faculty Signature: \_\_\_\_\_ Invigilator Signature: \_\_\_\_\_

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculator and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



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**Answer All Questions**

Q.1) Travel Agency & Tour Operators face challenges and also has growth prospects in 21<sup>st</sup> Century. What are the factors favoring or contributing to the growth? **(10 Marks)**

Q.2) Sustainable promotes tourism and will help your tour operator business grow. How can tour operators contribute to sustainable tourism? **(10 Marks)**

Q.3) Travel agents and tour operators play a major role in boosting tourism growth across the globe. Differentiate between Travel Agent and Tour Operators. **(10 Marks)**

Q.4) Travel Agent and Tour Operators accepted as crucial component of travel and tourism industry. They contribute to revenue generation through travel trade operations by bringing together clients and suppliers. Elaborate functions of Travel Agencies and Tour Operations **(10 Marks)**

Q.5) Describe the Initiatives of Travel Companies to protect and conserve culture and heritage of the tourist destination. **(10 Marks)**

Q.6) Elaborate on SWOC Analysis of Travel Agency. **(10 Marks)**