


Name:	
Enrolment No:	
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2021	
Course: Itinerary & Tour Package Design	Semester: VI
Programme: BBA THM TRAV2011	Time: 03 hrs.
Max. Marks: 100	
Instructions:	
SECTION A Answer all the questions (20 Marks)	

Statement of Question	Marks	CO
1. A tour wholesaler who sells tour components individually, without assembling them is called ---- a. Travel agent b. Tour operator c. Co-ordinator d. Consolidator	5	CO2
2. The second city in a segment is called --- a. Board point b. Departure point c. Origin point d. Off point	5	CO3
3. The difference between the customer's perceived experience and his or her expectation is known as _____	5	
3. The regulatory responsible for, airlines applied for the right to operate a. DGCA B. FAA C. CAB D. ICAO	5	CO2
4. A tour offered to the tour escorts of travel managers to familiarize with the package is called as a. Conducted tour b. Grand tour c. Familiarization trip d. None of these	5	CO1
5. Which of the following is the skill required for a tour manager? a. Researching b. Public speaking	5	CO1

c. Communication skill d. Above all		
6. An intermediary who does not sell products & services to the public is _____ a. Wholesaler b. Retailer c. Producer d. Consumer	5	CO3

Section B (50 Marks)		
Statement of Question	Marks	CO
1. How does Business Integration works with all the tourism entity to ensure customer satisfaction?	10	CO2
2. Describe Independent tour operations works in networking and coordination as linkages in hospitality trade?	10	CO3
3. What is carrying capacity? Elaborate its impact on tourism destination development?	10	CO1, CO3
4. Explain the development of Commercial & semi-commercial accommodation in hospitality sector?	10	CO2
5. Explain Oliver Wyman’s proprietary Value Driven Business Design approach in Customer Experience Management?	10	CO4
Section C: Case Study (20 marks)		
Statement of Question		
<p>PATA and Responsible Tourism Practices PATA is a non-profit travel trade association serving government tourist offices, airlines, hotels and other travel-related companies throughout the Asia Pacific region. This regional association provides leadership to the countries committed for the promotion of tourism by coordinating and promoting environmental and economic sustainability, cultural preservation, and social responsibility. PATA engages in the following activities related to sustainability and social responsibility:</p> <ul style="list-style-type: none"> ➤➤ PATA Charter of Sustainability and Corporate Social Responsibility ➤➤ APEC/PATA Code for Sustainable Tourism ➤➤ PATA Traveler’s Code ➤➤ PATA Sustainability and Social Responsibility (SSR) Committee Good Practices ➤➤ PATA Gold Awards (including environmental and social engagement) ➤➤ PATA Foundation. 		

The Code for Sustainable Tourism has been adopted by both PATA and APEC as a reflection of strong commitment to tourism growth across the Asia and Pacific region for viable and sustainable tourism.

- Conserve the natural environment, ecosystems and biodiversity
- Respect and support local traditions, cultures and communities
- Maintain environmental management systems
- Conserve energy and reduce waste and pollutants
- Encourage a tourism commitment to environments and cultures
- Educate and inform others about local environments and cultures
- Cooperate with others to sustain environments and cultures

The PATA in collaboration with China International Heritage Towns Exposition organizes the China Responsible Tourism Forum (CRTF) every year. The forum aims to help, protect and preserve the heritage and culture of ancient villages in China, while responsibly developing these villages to boost tourism.

Consumer travel trends indicate that tourists want to travel responsibly and connect with people and culture in an authentic way. The forum works on the threat that mass tourism poses to these communities and their residents. More importantly, the forum also highlights the value-based tourism activities in those villages.

Esteemed international and local Chinese experts discussed the ways of implementing responsible tourism development and exchange of ideas in developing and managing tourist sites and attractions. They are also working towards the sustainable and scientific development strategies for deriving economic benefits from cultural assets.

In keeping with PATA's code for responsible tourism, Bali Discovery Tours embraces a program of environmental and cultural preservation.

- to adopt practices for conservation of the environment, including the use of renewable resources in a sustainable manner and conservation of non-renewable resources.
- To emphasize on Conservation of the flora and fauna habitat as well as all cultural sites.
- To consider the community attitudes and cultural values and concerns, including local custom and belief, in the design and execution of our tour products.
- To make compliance with all local, national and international environmental laws.
- To undertake environmentally responsible practices, including waste management, recycling and energy use.
- To foster an understanding and respect for environmental and cultural conservation values among our management, employees, contractors and customers.
- To encourage and accept criticism and input from clients and employees in the neverending effort to preserve the natural environment.
- To share our vision of responsible tourism by providing guidelines and suggestions to our clients at the commencement of all our tour programs.

It is however reported that international tour operators are the signatories of the pledge for the responsible tourism practices at the destinations. Many of these practices or principles remain to be the philosophy rather than the policies for implementation due to the lack of harmony between tour operators and the government or destination management agencies.

1. How has the Bali Discovery Tours embraced the PATA's code for responsible tourism practices?	10	CO3
2. Why many tour operators are failed to obey the responsible tourism practices, According to you do responsible tourism practices of PATA remain to be myth or reality? Discuss	10	CO4