

CBSE | DEPARTMENT OF SKILL EDUCATION

TOURISM (SUBJECT CODE 806)

Marking Scheme of Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	(c) Inter jective	1
ii.	(a) Pessimism	1
iii.	(d) Narcissistic	1
iv.	(b) Standard bar	1
v.	(c) Persistence	1
vi.	(c) Rain Water Harvesting	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	(b) 2008	1
ii.	(a) 1961	1
iii.	(d) Jeena and Co.	1
iv.	(b) Workers	1
v.	(c) 1840s	1
vi.	(a) Commission	1
vii.	(b) Individual	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	(c) Multiples	1
ii.	(a) Star Cruises	1
iii.	(c) Bankrupted	1
iv.	(d) Mass Transportation	1
v.	(b) Detailed	1
vi.	(a) Sales process	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	(d) Individual	1
ii.	(c) One Third	1
iii.	(a) Sale	1
iv.	(c) Total expenditures	1
v.	(d) 15	1
vi.	(c) Nineteenth	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	(c) 10	1
ii.	(a) 5	1
iii.	(c) ASTA	1
iv.	(a) IATO	1
v.	(c) DOT & IATA	1
vi.	(b) Duplication of Activities	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	(d) TAAI	1
ii.	(b) 1964	1
iii.	(d) Semi-Automatic Business Research Environment	1
iv.	(b) American Airlines	1
v.	(d) Transparent Sites	1
vi.	(d) Delta	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	<ol style="list-style-type: none"> 1) CONTACT—connect with the participant who is contributing; eye contact, open posture, and non - verbal responses. 2) ABSORB—take in all aspects of the spoken message, implicit and explicit and non - verbal clues. Do not judge or evaluate. 3) REFLECTIVE FEEDBACK—mirror, reflect, or give feedback on what you have heard and why the contributor claims to be valid. 4) CONFIRM—receive confirmation from the speaker that you heard the participant’s message accurately. If not, start the method over again from the beginning by having the speaker restate their view 	2
Q. 8	<p>Self-motivation is important because</p> <ol style="list-style-type: none"> 1) It increases individual’s energy and activity. 2) It directs an individual towards specific goals. 3) It results in initiation and persistence of specific activities 4) It affects cognitive processes and learning strategies used for completing similar tasks. 	2
Q. 9	<ol style="list-style-type: none"> 1) Select Tools menu → Protect document Choose whether to protect Sheet or Document. 2) If you select Sheet, the Protect Sheet dialog box appears. 3) Type the password in Password text box. Again, type the password in Confirm text box. Note that the password is case sensitive. 4) Click OK button. 	2
Q. 10	<ol style="list-style-type: none"> 1) Taking actions to implement your ideas. 2) Understanding the need or the problem your offering is fulfilling or solving. 3) Strategizing and planning the steps that need to be taken. 4) Preparing an action plan and timeline. 5) Networking with stakeholders. 6) Interacting with customers. 7) Gaining and analyzing insights. 8) Looking for alternatives and adjusting plans according to analysis and feedback. 9) Evaluating and calculating the risk involved. 10) Building and motivating a team. 11) Being patient and staying motivated to overcome and work around various obstacles. 12) Showing the value that the business is creating for stakeholders and customers. 13) Gaining the know-how of creating, building, launching, sustaining, managing and growing a business. <p style="text-align: right;">*Any four.</p>	2
Q. 11	<ol style="list-style-type: none"> 1) Use less heat and air conditioning 2) Replace your light bulb with LED bulbs 3) Drive less and drive smart 4) Buy energy-efficient products 	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	An agent is a person acting for, or employed by, the principal. If a company appoints another person to act for it in the course of business, that person becomes the agent, whether the appointment is full-time or part-time and whether or not the agent receives a fixed salary or a fee from the company.	2
Q. 13	The cruises are mainly concentrated towards short sea journeys of about a week. These are like floating resorts where guests can enjoy luxury and entertainment while moving towards their multiple destinations.	2
Q. 14	<ol style="list-style-type: none"> 1) Approximate dates or month of travel 2) Total no. of Pax 3) Mode of transportation 4) Class of accommodation 5) Local transportation 6) Budget 7) Extra service <p>* Any four</p>	2
Q. 15	<ol style="list-style-type: none"> 1) Variable Costs- These change as per the number of pax in the package tour. The services that require variable cost include meals, accommodation, entrance fees and other costs charged at a rate per person. It includes the actual expenses (direct costs) of rooms, tickets, and other package components incurred with the sale of each package. 2) Fixed Costs- These are incurred before acquiring the variable services for the package tour. These costs often include advertising, pamphlets, brochures, salary, interest on loan and advances. Thus, fixed costs also include hiring buses and guides or interpreters. 	2
Q. 16	<ol style="list-style-type: none"> 1) The United Federation of Travel Agents' Associations 2) American Society of Travel Agents 3) The Indian Association of Tour Operators 4) The Federation of International Youth Travel Organisation <p style="text-align: right;">* Any two</p>	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	Tour Operators	Travel Agency	3
	A tour operator is a company that buys certain services from different companies (like hotels, restaurants, cafes, beauty salons) and forms a single tourist product out of them using its own pricing system.	A travel agency acts like an independent reseller. Its profit is the commission for the sale of the operator's tours to customers.	
	A tour operator is a comparatively large company	A travel agency is comparatively a smaller company.	
	A tour operator may be a supplier (meaning they might own hotels or car rentals or both) and allow to use their own inventory or their supplying partner inventories for a fee.	A travel agent is only a distributor, and typically travel agents rarely own any travel assets (such as car rentals or hotels) of their own	

	A tour operator performs ground services i.e. to act like a handling agency or ground operator.	Travel agencies are less inclined to act like a handling agency or ground operator.	
	A tour operator offers a variety of tour programs.	A travel agency may only deal with one component of travel product	
Q. 18	Transport is the key element in the tourism industry. The demand in international and even national transport infrastructures implies a very large number of people who wants to move in an efficient, fast and inexpensive manner. A well-organized terminals and intelligently planned schedules are essential in promoting effective transportation facilities for tourists, notably since the industry is growing at a fast rate. Transport is the cause and the effect of the growth of tourism. The improved facilities have stimulated tourism, and the expansion of tourism has stimulated transport. Accessibility is the main function behind the basics of tourism transport.		3
Q. 19	<ol style="list-style-type: none"> 1) GDS stands for Global Distribution System 2) Global Distribution System is a Travel Agency Network that enables interconnectedness between Airline Computer Reservation Systems and travel agency terminals. 3) It's distinct from a Computer Reservation System which is a reservation system used by Airlines. 4) The Global Distribution System (GDS) is used by travel agents to make reservation on various airline's reservations systems. 5) A Global Distribution System (GDS) differs from an airline CRS in one critical aspect, a GDS holds no inventory of its own. The inventory is held in various airline reservation systems. 6) The GDS system has links to all major airline CRS. 7) When a travel agency terminal requests a reservation on the service of a particular airline the GDS system routes the request to the appropriate airline Computer Reservation System. 8) This enables a travel agent with a connection to a single GDS to book flights and associated services on virtually all the airlines in the world. 9) The major GDS systems are Amadeus, Sabre, Galileo & Worldspan. <p>*Any three</p>		3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	<ol style="list-style-type: none"> 1) Inbound Tour Operators <ul style="list-style-type: none"> • The operators who receive guests, clients/tourists and handle arrangements in the host country are called inbound tour operators. • For example, a group of American tourists coming through TCI to India and the company makes arrangements and handles the group in India, then TCI is called an inbound tour operator. • The inbound traffic to the country for the last two decades has been decreasing. 2) Outbound Tour Operators <ul style="list-style-type: none"> • Tour operators, who promote tours to foreign destinations, may be business tours or leisure tours are called outbound tour operators. • Indian outbound tourist traffic is growing at a rate of 10 percent 	4
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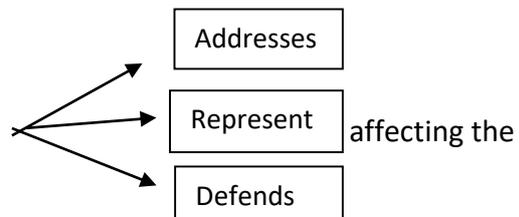
	<p>annually and this makes India the second largest country in the world with regard to the traveling population.</p> <ul style="list-style-type: none"> • There are many travel companies which offer outbound packages such as SITA, TCI, Thomas Cook etc. <p>3) Domestic Tour Operators</p> <ul style="list-style-type: none"> • Domestic tour operators are those who assemble and combine tourist components into inclusive tours and sell it to the domestic travelers. • These tour operators provide travel services within the boundary of home country. • These offer package tours to the travelers viz. domestic inclusive tours or independent tours. <p>4) Destination Management Companies/ Ground Operators</p> <ul style="list-style-type: none"> • These are commonly known as handling agencies. • Their main function is to organize tour arrangements for incoming tourists on behalf of overseas operators. • The ground operator handles the incoming travelers and ensures that the entire operation is according to the package tours or agreements. • Sometimes when a handling agency is at a prominent tourist place, for example Delhi and it has to make arrangements to Goa, then it contracts (if it has no office of its own) with a local operator (known as excursion agent) to handle the arrangements on his behalf. 	
<p>Q. 21</p>	<ol style="list-style-type: none"> 1) Route Map & Routing of Itinerary: Exact route of the intended tour must be clear. Backtracking or routing the pax in circles should be avoided, unless it's necessary. 2) Pacing the Itinerary: Speed of the itinerary should be as per client's requirement. age, health, purpose, preference etc of the tourists. One should never take the passengers for granted. 3) Interests of Tourists: This is an important way to add more value to the tour itinerary. The client's interest can be matched with the corresponding attractions & activities of the proposed tour. 4) Details to be considered: Details like holidays, opening & closing timings of monuments and other tourist places, allowed baggage, expected weather, airport check-in formalities, suitable clothing etc. are extremely important while finalising the itinerary. 	<p>4</p>
<p>Q. 22</p>	<ol style="list-style-type: none"> 1) Escorted Tour: An escorted tour is accompanied by qualified, trained and experienced tour managers or guides, who provide information and assistance to the group at the origin, on-route and the destinations about flight boarding, and baggage handling, hotel check- in, meal arrangements along with interpretation about the places of tourist importance during sightseeing. 2) Independent Tour: A package tour is designed for independent tourists or free independent travelers. They are very much particular about selecting types of destinations, accommodation, and transportation as it suits the budget, comfort and time. Each individual element of service is purchased or a combination of components services is included in package. The cost of the package tour is relatively high as it includes most of the customized services. 	<p>4</p>

	<p>3) Hosted Tour: A hosted tour is handled by the ground operator or destination management agency as a representative of wholesale tour operator for making ground services like cab, coach, guide, confirmation of hotel rooms, tool taxes, entry tickets, etc as per the contract.</p> <p>4) Incentivized Tour: Incentivized Tour is usually all-inclusive package tours that include all essential components of a standard package tour. It is an incentive or intangible reward for employees given periodically as per the organization's policy.</p>	
Q. 23	<p>1) Research and Product Development: The expenditure on market research is used to conduct study on the travel behaviour and motivations of customers. It incurs cost to prepare a survey report. The cost for development of new packages includes the process of planning and exploring new places of tourist interests.</p> <p>2) Travelling and Transfer: International and domestic air fares, rail travel, transfer and departure tariffs are also included in the cost component of package tour.</p> <p>3) Accommodation: The cost of booking rooms constitutes one third of total cost of package tour. Tour operators get best possible room rate after negotiations.</p> <p>4) Sightseeing & Activity: Tour operators arrange several value-added activities in sightseeing and excursion tours. The cost of activity is equally divided across the members of group. Administrative and Technical Cost: This cost is incurred towards the payment of salary, allowance, incentives, etc. It is also added to the total tour costing. Technical cost includes the acquisition of new software, hardware and computers for the reservation of hotel rooms, air, train and bus and ferry tickets.</p> <p>5) Training and Development: The cost of training staff is indirectly included in total cost. Tour operators hire the trainers for in-house training or send the staff and senior managers to professional institutes.</p> <p>6) Marketing and Sales Promotion: Marketing cost includes advertising and sales promotion. The sales promotion includes discounts, commission and other benefits to the travel agents and customers.</p> <p>7) Printing and Publicity: The cost of printing tour brochures is included in total tour costing. The cost of foreign promotional tour is included in total cost of package tour.</p> <p>8) Payment of Interest: Tour operators incur the cost of payment of interest to the banks on the investment of capital to run the business.</p> <p>9) Depreciation of Assets: Tour operators incur depreciation cost in the long run due to the obsolete nature of software and hardware, and electronic gadgets.</p> <p>10) Miscellaneous Cost: This cost includes portorage charges at airports and railway stations, tips at hotels or airports, entrance fees, insurance premiums, gifts and welcome dinners.</p> <p style="text-align: right;">* Any four.</p>	4
Q. 24	<p>(1) UFTAA- The United Federation of Travel Agents' Associations</p> <p>1. UFTAA set up its General Secretariat in the Principality of Monaco in 1989.</p> <p>2. UFTAA has emerged from Federation of Travel Agents' Associations created in Rome, Italy, on November 22nd, 1966.</p> <p>3. UFTAA started its operation as a Confederation on January 1st, 2003.</p> <p>4. UFTAA is a non-profit Confederation of international Scope and comprises of 80 national associations.</p>	4

5. UFTAA is a world body representing the travel agency and tourism industry.
6. UFTAA effectively represents Travel Agents and Tour Operators views on both Inbound and Outbound travel.
7. UFTAA has consultative status with the UN/NGO/ECOSOC, and works closely with otherworld bodies such as UNESCO, WHO etc for a sustainable and responsible tourism.
8. UFTAA is an affiliated member of the World Tourism Organization (WTO) and its business council (WTOBC)
9. Its affiliates include the stakeholders of the tourism and travel industry.

MISSION-

1. To be an international forum that world travel industry.



2. Strengthens its members' image, encourages sustainable tourism and enhance the world travel and tourism industry.
3. Unites and consolidate the Federations of Travel Agents' National Associations
4. Represent the travel agents' activities
5. Works towards the adoption of measures that will ease travel for the consumer and to offer services to its member federations
6. Works as an investigation and information centre
7. Works as an arbitration service
8. Organizes a world congress of travel agents and other meetings necessary to the exchange and transmission of knowledge

(2) PATA- The Pacific Asia Travel Association

1. PATA was founded in 1951
2. PATA is a membership association
3. PATA works towards enhancing the sustainable growth, value and quality of travel and tourism to, from and within Asia Pacific – the world's most dynamic region
4. PATA influences the direction the industry takes through its unique structure of public-sector tourism organizations
5. PATA works with organizations engaged in – Production

Aspects of the travel industry



Mission of its members-

1. To promote the aims of PATA
2. To promote and encourage the highest level of ethics
3. To maintain the highest standard of professional conduct
4. To strive for excellence in all aspects of the tourism and travel industry
5. To protect the public against fraud and unfair practices
6. To provide truthful and accurate information.

7. To avoid real or perceived conflicts of interest
8. Will not engage in any unlawful activity in any country

(3) ASTA- American Society of Travel Agents

1. ASTA was Founded in 1931
2. ASTA is the world’s largest association of travel professionals.
3. ASTA’s mission is to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism.
4. ASTA seeks a retail travel marketplace that is profitable, growing and a rewarding place to work, invest and do business.
5. ASTA’s affiliates now comprise the world’s largest and most influential travel trade association with members in 140 countries
6. A majority of ASTA’s members are travel agencies
7. ASTA offers many benefits to its members and the traveling public.

Main Activities –

}	Education
	Industry Affairs
	Consumer affairs
	Consumer Awareness

1. **Education:** It provides its members with the finest education and information resources available, so that they are able to provide the utmost in professional service to their clients. ASTA’s home-study program allows ASTA member agencies, non-members and future travel professionals the opportunity to expand their business through specialization, giving agents the tools to sell unique travel experiences.
2. **Industry Affairs:** It fights to ensure a level playing field and fair competition throughout the industry which, of course, benefits industry professionals as well as consumers.
3. **Consumer Affairs:** It constantly monitors the travel industry to identify “scam” operators and others whose practices cheating consumers and negatively impact the industry. Only ASTA members subscribe to a 13-point code of ethics which stands for “Integrity in Travel.” This is the pledge its members stake their reputations on. It provides travelling consumers with a complete range of informational resources.
4. **Consumer Awareness:** Through its advertising and public relations efforts, ASTA strives to make the travelling public aware of the many benefits of using a travel professional to arrange and purchase travel. ASTA’s advertising slogan, “Without a travel agent, you’re on your own” can be seen in consumer ads in national magazines, national television and in local markets.

(4) FIYTO - The Federation of International Youth Travel Organization

1. FIYTO is an open, world-wide, non-political and non-sectarian travel trade association advocated the special identity of young travellers, and their right to flexible, affordable travel and travel-related services.

2. FIYTO's headquarter is located in Copenhagen, Denmark.
3. FIYTO is one of the largest trade organizations in the youth and student travel sector.
4. FIYTO has its members in 54 countries.
5. FIYTO promotes youth mobility and to broaden the horizons of young people through travel, language acquisition, family living, cultural and social tourism and other opportunities for personal growth.
6. FIYTO offers identity cards to its youth members to facilitate access to tourism facilities and culture and leisure activities. Its major publication is Youth Travel International
7. FIYTO is the founding organization of World Youth Student and Educational Travel Confederation (WYSETC).
8. FIYTO and ISTC - were formed just after World War II to inspire young people through international travel and to help remove cultural barriers.
9. In 2006, FIYTO and the International Student Travel Confederation (ISTC) merged to form the World Youth Student and Educational Travel Confederation (WYSETC).
10. World Youth Student and Educational Travel Confederation (WYSETC) is committed to understanding the ever-changing characteristics, motivations, and needs of young travelers.

Aims/Objectives-

1. Promote the personal, social, economic and cultural benefits of youth travel and international education by working in partnership with governments and tourism boards worldwide.
2. Support the development and success of student and youth travel specialists, and the critical role they play in this unique \$136 billion niche industry.
3. Provide trading, networking and knowledge-sharing platforms.
4. Develop innovative travel and educational products & services for youth and students, such as the International Student Identity Card (ISIC).
5. Deliver two essential trade conferences: World Youth and Student Travel Conference (WYSTC) and Work Experience Travel Market (WETM-IAC).
6. Produce and distribute research and market intelligence to identify the unique needs and trends of today's independent travellers.
7. Provide best practice guidelines on products and policies, and represent its members at industry events worldwide.

*** Any one.**