



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Essentials of Tour Guiding
Program: BBA THM
Course Code: TRAV3004

Semester : V
Duration : 03 hrs.
Max. Marks: 100

Instructions:

Q. No	Section A (Type the answers in test box)	10Qx2M=20Marks	COs
Q1	----- is the product of Travel agent 1) Amadeus 2) Itinerary 3) Commission 4) Expedia	2 Marks	CO2
Q2	Short Haul travel is meant for _____Activities? 1) MICE 2) Pilgrimage 3) leisure 4) Education	2 Marks	CO1
Q3	The acronym CDMO stands for _____ 1) Company Destination Marketing Organization 2) Community Destination Marketing Organization 3) Customer s Destination Marketing Organization 4) Competitor s Destination Marketing Organization	2 Marks	CO1
Q4	The following statements are examples of compliance with the Code of Ethics and attitude EXCEPT 1) Deal with unpredictable work situation positively 2) Update knowledge and skills for lifelong learning and self-enhancement 3) Solving a problems with emotion can solve problems sometimes 4) Accept changes and be a lifetime learner	2 Marks	CO1
Q5	Maps, tour guides, plaques, signs and videos are examples of tools of: 1) Tourist direction 2) Ecolabelling 3) Revenue generation 4) Tourist interpretation and education	2 Marks	CO1
Q6	----- commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourists on the behalf of the overseas operators. 1) Inbound tour operator 2) Ground tour operator 3) Outbound tour operator 4) Unbound tour operator	2 Marks	CO1
Q7	Planning, preparing and marketing travel related product is a function of _____. _____	2 Marks	CO1

	<ol style="list-style-type: none"> 1) Travel agent 2) Tour operator 3) Supplier 4) Tour leader 		
Q8	<p>The acronym DMO stands for:</p> <ol style="list-style-type: none"> 1) Destination Management Organization 2) Development Management Organization 3) Dual Marketing Organization 4) Destination Management Operation 	2 Marks	CO1
Q9	<p>The value release or the acquisition of economic resources in order to take managerial decisions is called</p> <ol style="list-style-type: none"> 1) Tour 2) Services 3) Cost 4) None of these 	2 Marks	CO1
Q10	<p>The '5 As' (attractions, activities, accessibility, amenities, accommodation) describe:</p> <ol style="list-style-type: none"> 1) A tourism organization 2) A destination 3) A stakeholder 4) A tourist information network 	2 Marks	CO1
	<p>Section B Answers all the questions (Scan and upload)</p>	4Qx5M= 20 Marks	
Q1	What is the role of Travel Agents Association of India '(TAAI) in commencement of travel trade?	5 Marks	CO2
Q2	Discuss the functions of travel agency and their tour Guide	5 Marks	CO2
Q3	Explain cultural responsible tour guide and Responsible Behavior tour guide?	5 Marks	CO2
Q4	Suggest Ideas for Building Rapport with group of corporate tourist?	5 Marks	CO2
	<p>Section C (Scan and upload)</p>	3Qx10M=30 Marks	
Q1	What is tour cost sheet? Present the types of information is given in the cost sheet.	10 Marks	CO4
Q2	Cultural characteristics of our main tourist groups can be challenging, how qualified tour guide can handle them, mentions the steps.	10 Marks	CO3
Q3	<p>Why it's important for Tour guide to study International Travel Law and Health safety standard</p> <p>Or</p> <p>Detail layout of Post-Tour Procedures handles for the group of 15 leisure travel people?</p>	10 Marks	CO3
	<p>Section D (Scan and upload)</p>	3Qx10M= 30 Marks	
Q1	<p>What is the product?</p> <p>Tuk Tuk day-tours around Vientiane, with different themes – culture, food, farming, etc., including hands on experiences such as Hmong embroidery, planting rice, cooking, etc.</p>		CO4

	<p>Tourists write about the guide and driver, Ere:</p> <ul style="list-style-type: none"> <input type="checkbox"/> spoke really good English and knew lots about the places we visited; <input type="checkbox"/> was a lovely guy, chatting very comfortably with us; <input type="checkbox"/> had good English and his understanding of Western needs make him an excellent guide; <input type="checkbox"/> was a great Tour Guide; translating for us, making sure we understood what was happening, and answering our many, many questions; <input type="checkbox"/> is an entertaining, knowledgeable and very friendly Tour Guide; <input type="checkbox"/> was bright bubbly and enthusiastic making the day a total winner; <input type="checkbox"/> was an absolute champion; was very knowledgeable about the city and fun; <input type="checkbox"/> was great value, lots of good stories; <input type="checkbox"/> didn't get sick of answering our questions; and we had quite a few for him; <input type="checkbox"/> is a great guide, full of enthusiasm and knowledge; <input type="checkbox"/> personalized professional service and your care and respect on the streets ensuring our safety and enjoyment; and <input type="checkbox"/> has clearly built relationships with the people we visited today. <p>What tourists enjoyed about the tour:</p> <ul style="list-style-type: none"> <input type="checkbox"/> great value for money trip around the capital of Laos, which included a sumptuous lunch and provided us with an understanding of the Vientiane culture;. <input type="checkbox"/> highly recommend this authentic tour offering an understanding of the history of the hospitable Lao people, enlightening the efforts and much needed awareness of the COPE center; <input type="checkbox"/> really more off the so called beaten track than the usual run of the mill; <input type="checkbox"/> brilliant food along the way; <input type="checkbox"/> good stories, nice information <p>the communication beforehand was good;</p> <ul style="list-style-type: none"> <input type="checkbox"/> this gave us behind-the-scenes access that we would not otherwise have had - even though everyone on the tour were seasoned travelers; and <input type="checkbox"/> the tour also focused on hands-on experiences and places with a story. <p>Conclusion:</p> <p>this tour was recommended by friends who live in Vientiane as they had taken other friends and family on this tour; comes highly recommended. I wish we could tour the whole of South East Asia like this; we would recommend the Live Lao for a Day tour to everyone who wants a taste of the city; and thanks Ere for a fantastic tour of Vientiane that gave us a true insight from a well-respected local.</p>		
A	What did you notice about Ere’s way of guiding, that make the Western tourists so happy with him	10 Marks	CO4
B	What did they really like about the tours? And What scope of improvement?	10 Marks	CO3
C	How this affect Ere does’s business, with perfective to international travel business trade.	10 Marks	CO4