

# CBSE | DEPARTMENT OF SKILL EDUCATION

## TOURISM (SUBJECT CODE- 806)

### CLASS XII (SESSION 2021-2022)

### MARKING SCHEME SAMPLE QUESTION PAPER FOR TERM - II

**Max. Time Allowed: 1 ½ Hours (90 min)**

**Max. Marks: 30**

**General Instructions:**

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
  - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
  - b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.
4. Section B is of 17 marks and has 16 questions on Subject specific Skills.
  - a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
  - b) Questions numbers 14 to 18 are two marks questions. Attempt any three questions.
  - c) Questions numbers 19 to 22 are three marks questions. Attempt any two questions.
5. Section C is of 08 marks and has 03 competency-based questions.
  - a) Questions numbers 23 to 25 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

#### SECTION A

**(3 + 2 = 5 marks)**

<b>Answer any 03 questions out of the given 04 questions</b>		<b>1 x 3 = 3</b>
<b>Ans.1</b>	<ul style="list-style-type: none"><li>• Limiting greenhouse gas emissions (Any two)</li><li>• Minimizing waste and pollution</li><li>• Protecting and restoring ecosystems</li><li>• Adapting to the effects of climate change</li></ul>	<b>1</b>
<b>Ans.2</b>	<ul style="list-style-type: none"><li>• It prevents water pollution and soil contamination as no chemical is added to the soil.</li><li>• By using organic methods of gardening, one can prevent death of insects, birds, critters and other beneficial soil organisms.</li></ul>	<b>1</b>
<b>Ans.3</b>	Entrepreneurial behavior requires certain knowledge, skills or personality profile. Generally, it is called entrepreneurial competence or traits.	<b>1</b>
<b>Ans.4</b>	The biggest barriers that entrepreneurs face is environmental factors. Environmental factors are: (Any two) <ul style="list-style-type: none"><li>• Lack of adequate resources or raw material</li><li>• Non-availability of skilled labor</li><li>• Lack of requisite machinery and other infrastructure</li><li>• Unavailability of monetary resources on time</li></ul>	<b>1</b>

<b>Answer any 01 question out of the given 02 questions</b>		<b>1 x 2 = 2</b>
<b>Ans.5</b>	Some of the characteristics of entrepreneurship are- <ul style="list-style-type: none"> <li>• It is an economic activity done to create, develop and maintain a profit-oriented organization.</li> <li>• It begins with identifying an opportunity as a potential to sell and make profit in the market.</li> <li>• It deals with optimization in utilization of resources.</li> <li>• It is the ability of an enterprise and an entrepreneur to take risks.</li> </ul>	<b>2</b>
<b>Ans.6</b>	<ul style="list-style-type: none"> <li>• There are green jobs in water harvesting and conservation.</li> <li>• Rooftop rainwater harvesting refers to the process where rainwater is collected in tanks to be used later.</li> <li>• Some common green jobs in the agriculture sector are related to water quality testing, water conservation, water management, etc.</li> <li>• Using bamboo channels for drip irrigation is an eco-friendly way to irrigate the land.</li> <li>• It uses water efficiently without any wastage. It is cheaper to build, and after 2–3 years when the bamboo rots, it can be added to the soil as manure.</li> </ul>	<b>2</b>

### SECTION B

**(5 + 6 + 6 = 17 marks)**

<b>Answer any 05 questions out of the given 07 questions</b>		<b>1 x 5 = 5</b>
<b>Ans.7</b>	<ul style="list-style-type: none"> <li>• Tour is arranged as per the demand of customers. It is a freedom of customers to select the travel.</li> <li>• The selection of places of interest and components of package tour is decided as per the wish and budget of customers.</li> </ul>	<b>1</b>
<b>Ans.8</b>	This type of tour is mostly conducted with fixed itinerary and it is an escorted tour with much highlight on common interest places.	<b>1</b>
<b>Ans.9</b>	<ul style="list-style-type: none"> <li>• Star hotels (Any one)</li> <li>• business hotels</li> <li>• resorts</li> <li>• international hotels</li> <li>• Lodges</li> <li>• guest houses</li> <li>• Bungalows</li> <li>• service apartments</li> </ul>	<b>1</b>
<b>Ans.10</b>	The Travel Agents Association of India (TAAI) represents all that is professional, ethical and dynamic in our nation's travel related activity and has been recognized as the voice of the travel and tourism industry in India.	<b>1</b>
<b>Ans.11</b>	ADTOI- Association of Domestic Tour Operators of India. They promote Domestic Tourism.	<b>1</b>
<b>Ans.12</b>	<ul style="list-style-type: none"> <li>• The pricing of a package depends on the positioning and branding of the product.</li> <li>• Some of the essential elements of cost include mark up, net rate and gross profit.</li> </ul>	<b>1</b>
<b>Ans.13</b>	<ul style="list-style-type: none"> <li>• Sabre is a leading provider of technology for the Travel Industry.</li> <li>• It provides a broad range of innovative products that enable travel e-commerce and services, and enhance airline, supplier and travel agency's operations and their ability to serve the traveler.</li> </ul>	<b>1</b>

<b>Answer any 03 questions out of the given 05 questions</b>		<b>2 x 3 = 6</b>
<b>Ans.14</b>	<ul style="list-style-type: none"> <li>• Customized or Tailor-made package is designed for the Free Independent Traveler (FIT) or Group Inclusive Tour (GIT).</li> <li>• In most cases, packages are customized with personalized services for the FIT category of customers.</li> <li>• The FITs make free movement of travel across destinations with the intention of exploring new places and attractions as per their convenience.</li> <li>• The FITs are novelty seekers and can manage in any hostile environment with basic facilities and amenities.</li> </ul>	<b>2</b>
<b>Ans.15</b>	<ul style="list-style-type: none"> <li>• Tour cost is represented as the total cost incurred or attributed to various elements of package tour.</li> <li>• The sum of costs for booking the services is incurred to design the FIT and GIT tour package.</li> <li>• As such, tour operator does not own the primary services of package tour and it assembles the services in bulk from the accommodation and transport companies.</li> <li>• However, the cost of package tour is determined by the tastes and preferences customers and the business strategy to increase the sale of more tour packages.</li> </ul>	<b>2</b>
<b>Ans.16</b>	<ul style="list-style-type: none"> <li>• The United Federation of Travel Agents' Associations (UFTAA) emanates from the Universal Federation of Travel Agents' Associations created in Rome, Italy, on November 22nd, 1966.</li> <li>• In 1989, UFTAA set up its General Secretariat in the Principality of Monaco. UFTAA started its operation on Jan 1<sup>st</sup>, 2003. It is a nonprofit confederation of International Scope, representing Regional Federations comprising some 80 national associations.</li> <li>• UFTAA is a world body representing the travel agency and tourism industry.</li> <li>• UFTAA effectively represents Travel Agents and Tour Operators views on both Inbound and Outbound travel by continuous dialogue and consultation with other international organizations such as the International Air Transport Association (IATA), the International Hotel and Restaurant Association (IH&amp;RA) the International Union of Railways (IUR), the International Road Union (IRU), and the International Chamber of Commerce (ICC) to mention only a few.</li> </ul>	<b>2</b>
<b>Ans.17</b>	<ul style="list-style-type: none"> <li>• Tour brochure depicts the places of interest, types of services, nature of operation and conditions.</li> <li>• Information related to the mode of transport, accommodation, and other related services is clarified in order to avoid ambiguity and confusion. Customers can get sufficient idea of booking the organized package tours.</li> <li>• It is usually written in simple and lucid language to describe the components of services and places of tourist interest.</li> <li>• Tour operators present the content in brochure in a simplified form.</li> </ul>	<b>2</b>

<b>Ans.18</b>	<ul style="list-style-type: none"> <li>• <b>Worldspan</b> is the global leader in Web based travel e-commerce and a foremost provides of travel technologies and services for thousands of travel related companies worldwide, including airlines, travel suppliers, travel agencies, web sites and corporations.</li> <li>• Worldspan transforms global travel distribution and transaction processing with industry leading fares, pricing, shopping and booking technologies, enabling travel companies to reduce costs, increase productivity and build revenues.</li> <li>• Worldspan provides worldwide electronic distribution of travel information.</li> </ul>	<b>2</b>
<b>Answer any 02 questions out of the given 04 questions</b>		<b>3 x 2 = 6</b>
<b>Ans.19</b>	<ul style="list-style-type: none"> <li>• The introductory part of the brochure illustrates background and areas of tour operation.</li> <li>• The subsequent pages highlight on the information related to arrivals, departure and transfer, location of hotel with room services, transport, guide services, sightseeing and cultural programmes along with suggested places to dine and shop for souvenirs.</li> <li>• Do's and don'ts are clearly stated to help guide the guests to make the tour more enjoyable and memorable.</li> <li>• Over and above, tour brochure clearly explains the inclusive and exclusive component of services.</li> <li>• Images of places of tourist interest, pictures of hotels, transport, and souvenir shops are placed against the contents to arouse much interest to buy package tour.</li> <li>• In nutshell, a tour brochure generally includes the booking form and booking conditions, including meal plans and ground services.</li> </ul>	<b>3</b>
<b>Ans.20</b>	<p><b>Pricing Strategies (can be considered any three)</b></p> <p>Tourism products are rarely identical, often because of location, but also because of the people and the components that make up the experience provide to a traveler. Even star ratings for accommodation only give a general guide for travellers on what the pricing will be – there are not set criteria. There are three types of traditional pricing strategies in tour operation business.</p> <ul style="list-style-type: none"> <li>• <b>Cost-Based Pricing:</b> This type of pricing strategy is used to make over the cost in order to reach at the breakeven point. It calculates the average cost of each element of services in the package tour and it adds a markup over and above the average cost to earn profit. Thomas cook and the Oberio Hotel were used to be known for adopting the cost-based pricing strategy as there were no competitors to them.</li> <li>• <b>Competition-Based Pricing:</b> This pricing strategy takes tab of the prices of its competitors in order to tag the price of its own product. There is a marginal difference in the price of outbound package tour of SOTC and Cox &amp; Kings.</li> <li>• <b>Consumer-Based Pricing:</b> This is a form of pricing that is primarily set to target customers by taking the affordability and</li> </ul>	<b>3</b>

	<p>the quantity of purchase into considerations. Gone are the days, it was producer dominated market; it is now consumer-driven and led market. All package tours are designed after assessing the market.</p> <ul style="list-style-type: none"> <li>• <b>Rack Rate Pricing:</b> It is full rate before discounts are given. It is generally printed in the tour brochures for the forthcoming season.</li> <li>• <b>Seasonal Pricing:</b> A wide mix of pricing of package tour is set to cater low, high and shoulder seasons as tourism is largely driven by the season.</li> <li>• <b>Last Minute Pricing:</b> It is a common method of giving discounts from the daily quoted prices in order to close bookings. It is put into the flash items in the websites for the last minutes booking. In the group travel, tour operators offer some additional services or discount in the prices to get minimum booking to operate the tour.</li> <li>• <b>Per Person Pricing:</b> This type of pricing is set per person or for each category service. It can be per adult or child or additional person. It can be a taxi at the disposal of customers.</li> <li>• <b>Per Unit Pricing:</b> It is set of price for one unit of package. It may include husband and wife with children (cost free). Sometimes, the package includes room, transfer and sightseeing cost. The room rate generally includes breakfast as per the European Plan (EP).</li> </ul>	
<b>Ans.21</b>	<p>Travel/ tour companies need to obtain approval and recognition from IATA, authorizing them to serve as sales agents and allowing them to write tickets and collect commissions from the air transport enterprises. Interestingly different countries have their own requirements and regulations for establishing a new travel company. The following are the main rules which are prescribed by the IATA for the recognition of travel/ tour companies in India: <b>(Any six can be considered)</b></p> <ol style="list-style-type: none"> <li>1. All applications for recognition shall be addressed to the Director, Agency Investigation Panel (AIP), IATA, New Delhi, India.</li> <li>2. The application for the grant of approval shall be in the prescribed form.</li> <li>3. The objective of the recognition shall be to promote and develop travel industry in the country.</li> <li>4. The company has to be in the business for at least one year.</li> <li>5. The company must have atleast two staff members qualified from IATA approved institutions.</li> <li>6. It should have financial credibility.</li> <li>7. The location of the agency must be freely accessible to the tourists.</li> <li>8. It should have security for the control of airlines ticket block.</li> <li>9. It should have the ability to generate business.</li> <li>10. The travel company granted approval shall be entitled to such rights and privileges as may be granted by the association from time to time and shall abide by the several terms and conditions of recognition as prescribed by the Association from time to time.</li> <li>11. The company must attach an audited annual report with the application form.</li> <li>12. The agency must attach the statement of international sales with the application form.</li> </ol>	<b>3</b>

	<p>13. The decision of the IATA in the matter of recognition shall be final. The association may in the directions of its committee refuse to recognize a company without assigning any reason.</p> <p>14. The Association reserves the right to withdraw at any time the recognition already granted without assigning any reason.</p> <p>15. The travel/ tour company should have maintained ethical standards of tourism business.</p> <p>16. The recognition granted by IATA shall not automatically entitle the travel agency/ tour operator to be approved by any other organization/association.</p> <p>Once the travel/tour companies get the approval, they get IATA applicant status for six months.</p>	
<b>Ans.22</b>	<ul style="list-style-type: none"> <li>• <b>Galileo International</b> is diversified technology leader in the operations of GDS.</li> <li>• Its core business to providing electronic global distribution services for the travel industry through its computerized reservation systems, leading edge products and innovative internet based solutions.</li> <li>• It also is a value added distributor of travel inventory dedicated to supporting its travel agencies and corporate customers, and through them, expanding traveler choice. Currently, the company is connected to: <ul style="list-style-type: none"> <li>• 49,000 travel agencies in 116 countries in 43,000 locations approximately,</li> <li>• 70,000 hotel properties,</li> <li>• 450+ airlines,</li> <li>• 52 low cost carriers,</li> <li>• 23 car rental companies,</li> <li>• And, a wide array of tour operators and cruise lines across the world.</li> </ul> </li> </ul>	<b>3</b>

**SECTION C**  
**(COMPETENCY BASED QUESTIONS)**

**(2 x 4 = 8 marks)**

<b>Answer any 02 questions out of the given 03 questions</b>		
<b>Ans.23</b>	<p>The following component of services is delivered assembled in package tours. These are the following elements of package tours.</p> <ul style="list-style-type: none"> <li>• <b>Accommodation:</b> Accommodation is an important component of package tour and it constitutes almost one third cost of package. There are primary and supplementary accommodation service providers. The star hotels, business hotels, resorts and international hotels are the conventional accommodation operators with the provision of providing room cum food services. Tour operators include the services of both the categories depending on the cost of package tours and affordability of customers.</li> <li>• <b>Sightseeing Tour:</b> Sightseeing is one of the most important elements of a package tour. It is an integral part of a package tour</li> </ul>	<b>4</b>

	<p>as it offers conducted tours to the places of tourist interest in the cities.</p> <ul style="list-style-type: none"> <li>• <b>Airlines:</b> Air travel is an important component in the package tour segment. This includes international and domestic flight tickets for different segments of customers.</li> <li>• <b>Railways:</b> Tour operators include the train travel and other on-board services in domestic sector. It is an important mode of travel to reach various off-the-beaten-track destinations as air connectivity is limited in many countries.</li> <li>• <b>Car Rental Service:</b> Luxury car service is an important element of package tour as it is primarily needed at the time of arrival, departure and sightseeing. It is done for the smooth operation of car rental services.</li> <li>• <b>Luxury Coach Service:</b> All the conventional package tours include the luxury coach services provided it is a group travel. Each tourist coach is customized with elevated bucket seats, white window glass, micro phone, air conditioning, and refrigerator. For example the KPN travels provides luxury Volvo coach services for sightseeing and excursion trips.</li> <li>• <b>Cruise or Ferry Services:</b> Cruise Liners themselves promote the all-inclusive package and get it promoted through the wholesale and retail travel agent. They include room, food, drinks, sightseeing, entertainment, casino, etc. For example, the Royal Virgo operates luxury cruise liners for high-end tourists across the countries.</li> <li>• <b>Event Services:</b> Tour operators take the services the MICE operators for the purpose of booking venues, food, conference kits, and pre &amp; post-conference sightseeing programmes. Event management companies appoint tour wholesalers to sell the packages.</li> <li>• <b>Insurance:</b> Tour packages are insured for compensation to the tour operators or guests in the event of cancellation. Thus, insurance is included in the package tour. Health and luggage insurance are included the package tour. For example, Bajaj Allianz and TATA AIG have customized travel insurance for the foreign outbound travel for Indian travelers.</li> <li>• <b>Ground Handling Services:</b> Apart from arranging the luxury cars and coaches, the services of guides and language interpreters, entrance fees and transfer and drop are also included in the package tour.</li> <li>• <b>Miscellaneous Services:</b> This service includes porter at airports and railway stations, tips to guides, interpreters and room boys, entrance fees, gifts and welcome dinners.</li> </ul>	
<b>Ans.24</b>	<p>The sum total of cost components of a package tour is known as the cost of package sold. However, the process of ascertaining a package cost becomes complicated, if it not done with a established budget. The projected cost helps the tour planners to determine and adopt effective pricing strategies. Thus, the cost components of a package tour include:</p> <ul style="list-style-type: none"> <li>• <b>Research and Product Development:</b> The expenditure on market research is used to conduct study on the travel behavior and motivations of customers. It incurs cost to prepare a survey report.</li> </ul>	<b>4</b>

	<ul style="list-style-type: none"> <li>• <b>Travelling and Transfer:</b> International and domestic air fares, rail travel, transfer and departure tariffs are also included in the cost component of package tour.</li> <li>• <b>Accommodation:</b> The cost of booking rooms constitutes one third of total cost of package tour. Tour operators get best possible room rate after negotiations.</li> <li>• <b>Sightseeing &amp; Activity:</b> Tour operators arrange several value-added activities in sightseeing and excursion tour.</li> <li>• <b>Administrative and Technical Cost:</b> This cost is incurred towards the payment of salary, allowance, incentives, etc. It is also added to the total tour costing.</li> <li>• <b>Training and Development:</b> 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 manager to professional institutes.</li> <li>• <b>Marketing and Sales Promotion:</b> Marketing cost includes advertising and sales promotion.</li> <li>• <b>Printing and Publicity:</b> 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.</li> <li>• <b>Payment of Interest:</b> Tour operators incur the cost of payment of interest to the banks on the investment of capital to run the business.</li> <li>• <b>Depreciation of Assets:</b> Tour operators incur depreciation cost in the long run due to the obsolete nature of software and hardware, and electronic gadgets.</li> <li>• <b>Miscellaneous Cost:</b> This cost includes portage charges at airports and railway stations, tips at hotels or airports, entrance fees, insurance premiums, gifts and welcome dinners.</li> </ul>	
<b>Ans.25</b>	<ul style="list-style-type: none"> <li>• GDS have evolved from first computer based reservation systems implemented by several U.S. airlines in the late 1960s and early 1970s.</li> <li>• This distributed system was paralleled by increases in computing and storage power; by 1978, SABRE was available in over 130 locations and could store 1 million airfares. <ul style="list-style-type: none"> <li>• After deregulation in 1978, the importance of computerized reservation systems became even more apparent. Further, a CRSs owned by a particular airline could be programmed to display their airline's information ahead of their competitors in an effort to distort consumer choice.</li> <li>• This was compounded by the natural tendency to travel agents to book tickets with the carriers providing the CRS terminals - known as the "halo-effect". As a result in 1984 the civil Aeronautics Board began to regulate these systems to insure a free and competitive market for both travelers and airlines.</li> <li>• By the early 1990s, CRSs had evolved into more complex systems. In part, this was motivated by strategic alliances and mergers between U.S. and European carriers, laying true global distribution systems. In addition, the ability to leverage the Internet as a tool for expanding the presence of these booking systems was promising. In response to these developments, the United States Department of Transportation (USDOT) increased regulation of the GDS industry.</li> </ul> </li> </ul>	<b>4</b>



	<ul style="list-style-type: none"> <li>• As the GDS industry continued to evolve in the 1990s, the availability of public interfaces to these systems greatly expanded, particularly with the rollout of the Internet and World Wide Web.</li> <li>• There are currently four major GDSs in operation, Amadeus, Galileo, Sabre and Worldspan,</li> <li>• GDSs can be categorized in the following way: <ol style="list-style-type: none"> <li>1) airline websites;</li> <li>2) GDS-based online, travel agencies such as Travelocity, Expedia travel and orbitz.</li> <li>3) opaque sites that require some type of bid/payment before knowing the actual travel schedule such as Priceline;</li> <li>4) specialty low-fare sites which are analogous to a tip-sheet for selected bargains; and</li> <li>5) Screen scraper sites which actually reads fare information from the screens of others sites .</li> </ol> </li> </ul>	
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