

National Institute of Open Schooling

Senior Secondary Course- Tourism

Lesson 20A: **Fundamentals of Travel agency and Tour Operation Business**

Worksheet-20A

Q.1- Differentiate between retail travel agency and wholesale travel agency on the basis of their functions and services provided by them.

Q.2- Visit a travel agency and ask them about the services they provide. How important do you think travel agents are in ensuring a safe and hassle free journey? Explain.

Q.3- Differentiate between Marketing and Selling.

Q.4- Differentiate between advertising and sales promotion.

Q.5- The one organization solely responsible for delivery and performance of the services is tour operator. Explain different types of tour operators on the basis of nature of tour.