

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior Secondary School Examination, 2026 (XIIth)
SUBJECT NAME : Tourism (Q.P. CODE 806/330)

General Instructions: -

1	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
2	“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”
3	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one's own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In Class-XII, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.
4	The Marking scheme carries only suggested value points for the answers. These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
5	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
6	Evaluators will mark (✓) wherever answer is correct. For wrong answer CROSS 'X' be marked. Evaluators will not put right (✓) while evaluating which gives an impression that answer is correct and no marks are awarded. This is most common mistake which evaluators are committing.
7	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totalled up and written in the left hand margin and encircled. This may be followed strictly.
8	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.

9	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note " Extra Question "
10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of marks _____ (example 0 to 80/70/60/50/40/30 marks as given in Question Paper) has to be used. Please do not hesitate to award full marks if the answer deserves it.
12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
13	Ensure that you do not make the following common types of errors committed by the Examiner in the past :- • Leaving answer or part thereof unassessed in an answer book. • Giving more marks for an answer than assigned to it. • Wrong totalling or marks awarded on an answer. • Wrong transfer of marks from the inside pages of the answer book to the title page. • Wrong question wise totalling on the title page. • Wrong totalling of marks of the two columns on the title page. • Wrong grand total. • Marks in words and figures not tallying/not same. • Wrong transfer of marks from the answer book to online award list. • Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.) • Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
15	Any unassessed portion, non-carrying over of marks to the title page, or totalling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also as the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16	The Examiners should acquaint themselves with the guidelines given in the " Guidelines for Spot Evaluation " before starting the actual evaluation.
17	Every examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totalled and written in figures and words.
18	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

MARKING SCHEME
Tourism (Subject Code- 806)
(PAPER CODE : 330) (P3300806)

Q.No.	Correct Answer	Source Material	UNIT	Page No.	Marks
SECTION – A (Objective Type Questions)					
1.	Answer any 4 out of given 6 questions on Employability Skills.				4x1=4
(i)	(B) A group of words that communicates a complete thought or meaning.		1	9	1
(ii)	Stress is a state of feeling upset, annoyed and hopeless.		2	26	1
(iii)	(A) Suspicious		2	34	1
(iv)	(B) Information and Communication Technology		3	39	1
(v)	(D) Work area		4	42	1
(vi)	‘Start up India’		4	89	1
2.	Answer any 5 out of given 7 questions.				5x1=5
(i)	(C) Business Travel Houses	Student Handbook CBSE	1	5	1
(ii)	(A) Hotels and Airlines	Student Handbook CBSE	1	5	1
(iii)	(C) Consolidator	Student Handbook CBSE	1	7	1
(iv)	(B) Vertical Integration	Student Handbook CBSE	1	14	1
(v)	(A) Middle and Upper-class customers	Student Handbook CBSE	2	16	1
(vi)	(C) IATA	Student Handbook CBSE	2	17	1
(vii)	(A) USA	Student Handbook CBSE	2	20	1
3.	Answer any 6 out of given 7 questions.				6x1=6
(i)	(C) Airlines can avoid paying commission to travel agents.	Student Handbook CBSE	2	19	1
(ii)	(B) Europe and North America	Student Handbook CBSE	3	24	1

(iii)	(A) Low Cost Carrier	Student Handbook CBSE	3	26	1
(iv)	(D) 1829	Student Handbook CBSE	3	28	1
(v)	(D) 4 kilometres	Student Handbook CBSE	3	29	1
(vi)	(B) Taj Hotel	Student Handbook CBSE	4	37	1
(vii)	(A) Bus Driver	Student Handbook CBSE	4	38	1
4.	Answer any 5 out of the given 6 questions.				5x1=5
(i)	(A) Tour manager	Student Handbook CBSE	4	41	1
(ii)	(C) Foreign Independent traveller	Student Handbook CBSE	4	42	1
(iii)	(C) A combination of services like accommodation, transport and guides, offered at one price.	Student Handbook CBSE	5	45	1
(iv)	(C) Luxury Volvo coach services	Student Handbook CBSE	5	48	1
(v)	(B) By an annual contract with flat rates	Student Handbook CBSE	5	48	1
(vi)	(D) VISA processing	Student Handbook CBSE	5	49	1
5.	Answer any 5 out of the given 6 questions.				5x1=5
(i)	(B) Costs that change based on the number of participants.	Student Handbook CBSE	6	56	1
(ii)	(B) To check market supplies and supplier capabilities.	Student Handbook CBSE	6	58	1
(iii)	(A) Saleability of tour packages	Student Handbook CBSE	6	56	1
(iv)	(A) At the same, above or below competitors' prices	Student Handbook CBSE	6	60	1

(v)	(B) ASTA	Student Handbook CBSE	7	72	1
(vi)	(B) Five	Student Handbook CBSE	7	66	1
6.	Answer any 5 out of the given 6 questions.				1x5=5
(i)	(B) Governments should stimulate and coordinate national tourist activities through NTOs.	Student Handbook CBSE	7	63	1
(ii)	(A) Indian Association of Tour Operators	Student Handbook CBSE	7	74	1
(iii)	(B) Airline schedules, hotel rooms, car rentals and other travel services.	Student Handbook CBSE	8	83	1
(iv)	(C) Semi-Automatic Business Research Environment	Student Handbook CBSE	8	84	1
(v)	(C) Passenger Name Record	Student Handbook CBSE	8	87	1
(vi)	(C) Travel and Tourism	Student Handbook CBSE	8	85	1
	SECTION – B (Subjective Type Questions)				
	Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20-30 words.				3x2=6
7.	Communication is a two-way process through which information or message is exchanged between individuals using language, symbols, signs or behaviour. Speaking, listening, reading and writing are the parts of communication.		1	1	2
8.	(1) Openness – Individuals are creative, curious, active, flexible and adventurous. (2) Consciousness – Self-disciplined, work on time, take care of others. (3) Extraversion – Love to interact with people. (4) Agreeableness – Kind, Sympathetic, cooperative, considerate and warm. (5) Neuroticism – Tendency towards anxiety, self-doubt, depression, shyness.		2	33	(0.5x4) (Any four)

9.	(1) Sorting data in IT refers to the process of arranging data elements in a specific order such as ascending or descending based on pre-defined criterion. (2) It helps in data organization, making it easier to search, analyze and process information efficiently.		3	58	(1x2)=2
10.	Environmental barriers : (1) Lack of adequate resources or raw material (2) Non-availability of skilled labour (3) Lack of requisite machinery and infrastructure (4) Unavailability of monetary resources on time		4		2
11.	According to UNEP-United Nations Environment Program, green jobs or green collar jobs are works in agricultural, administrative, research and development, manufacturing and service activities that contribute substantially to preserving or restoring environment quality.		5	112	2
	Answer any 3 out of the given 5 questions in 20-30 words each.				2X3=6
12.	(1) Inbound Tour Operators : These are also known as incoming tour operators. Technically, the operators who receive guests, clients/tourists and handle arrangements in the host country are called inbound tour operators. (2) 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 the Inbound Tour Operator.	Student Handbook CBSE	1	8	2 (1x2)
13.	(1) The cruises are mainly concentrated towards short sea journeys of about a week. Cruising has become a significant tourist industry; big cruises are like floating resorts where guests can enjoy luxury and entertainment while moving towards their multiple destinations. (2) The impact of cruising on the local economy are mitigated as the strategy of cruising companies is to retain as much income as possible. This implies that tourists spend most of their money in the cruise ship itself (gift shops, entertainment, casinos, bars, etc.) or on island facilities owned by cruise shipping companies.	Student Handbook CBSE	3	33-34	2 (1x2)
14.	Pacing the Itinerary: Speed of the itinerary should be as per client requirement-age, health, purpose, preference etc of the tourists. One should never take the passengers for granted.	Student Handbook CBSE	4	39	2

15.	(1) A hosted tour is handled by the ground operator or destination management agency as an representative of wholesale tour operator for making ground services like cab, coach, guide, confirmation of hotel rooms, toll taxes etc. as per the contract. (2) A hosted tour is one where the local ground operator becomes the host to receive the guests at the destination. This is a type of tour that brings in the concept of host-guest relationship that leads to demonstrating the local culture and heritage to the guests. It provides a traditional reception upon the arrivals of guests at the airports or railways stations.	Student Handbook CBSE	5	46	2 (1x2)
16.	(1) Cannot favour or disfavour any airline in setting the display order of flight or booking fees. (2) Must provide data to all carriers on a non-discriminatory basis. (3) Must participate in all other CRS systems (for airline CRS owners) (4) Must offer travel agents contracts of three years or less	Student Handbook CBSE	8	85	2 (0.5x4)
	Answer any 2 out of the given 3 questions in 30-50 words each.				3x2=6
17.	Making reservations Planning itineraries Calculating fare and charges Producing tickets advising clients on destinations, resorts, airline companies and other travel products. Communicating with clients Maintaining accurate records on reservations Ensuring racks are stocked and supplies are kept in-house Acting as intermediaries where customer complaints occur.	Student Handbook CBSE	2	18	3 (0.5x6)
18.	(1) This type of pricing strategy is used to make over the cost 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. (2) Eg. Thomas Cook and the Oberio Hotel were used to be known for adopting the cost-based pricing as there were no competitions for them. In subsequent time they moved to other strategy pricing strategies like competition and consumer-based pricing.	Student Handbook CBSE	6	60	3 (1.5x2)

19.	TAFI-The Travel Agents Federation of India, established in 1986. OBJECTIVES: (1) To protect the interests of those engaged in the industry, to promote its orderly growth and development, to safeguard the travelling public from exploitation by unscrupulous and unreliable so-called travel agents. (2) To safeguard the interests of the travelling public and to maintain high ethical standards within the travel trade through better communications and awareness about regulations. (3) To augment the development of the travel industry in India by consistent improvement in the standard of service and inculcate professionalism. (4) To spread greater awareness and updated information on travel to efficiently cater to the needs of the travellers within India and overseas. (5) To promote mutual cooperation among members of TAFI and thereby ensure healthy growth of the travel industry. (6) To represent the travel agents trade before official bodies of Government airline bodies and other appropriate forums. (7) To promote such schemes which would benefit the members of TAFI as well as provide mutually beneficial alternatives to the airline industry for better growth of travel.	Student Handbook CBSE	7	79	(1+2)=3 (ANY FOUR OBJECTIVES)
	Answer any 3 out of the given 5 questions in 50-80 words each.				4X3=12
20.	Tour Operator – An organisation, firm or company that buys individual travel components separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen is called a tour operator. Difference between TA and TO : The major difference between tour operators and travel agencies is in the system of providing service to customers. 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. That's way the	Student Handbook CBSE	1	7, 10-11	4 (1X4)

	agent's price is usually higher, although there are moments when agents deliberately understate their prices. - Usually, a tour operator is a comparatively large company in comparison with a travel agency. It has its main office and several subsidiaries in order to offer their services to more potential customers. Many big tour operators have subsidiaries in different countries. Irrespective of the number of subsidiaries a tour operator usually concludes agent agreements with independent travel agencies that then sell the operator's tours to their customers. The more partners a tour operator has in as many countries and regions as possible, the more the sales volume is and correspondingly, the more tourists will buy its tours and the more profit it will gain. - 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 free. 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. - Travel agencies are less inclined than tour operators to perform ground services i.e. to act like a handling agency or ground operator. - A travel agency may deal with one component of travel product while a tour operator offers a variety of tour programmes.				
21.	Itinerary is known as a tour plan. It is related to the tour programs, timetable and the information of the places to be visited. A program includes only activities, whereas, an itinerary includes date, day, time duration and points of interest between the destinations, on the way to the destination, the special features of the tour and happenings at the destination etc. An itinerary is the combination of the different components of tourism to form a product ready for sale. Any 3 Types of Tour Itinerary (1) Skeletal : Proposed and preliminary schedule of activities. (2) Technical : Specifies the details like the scheduled transportation, arrival and departure schedules, duration of sightseeing, land travel time, type of accommodation and so on. (3) Descriptive : Provides a narrative of the planned	Student Handbook CBSE	4	36-37 38	4 (1+3)

	activities and destinations visited. It's produced for marketing purposes. Itineraries are also differentiated according to the person for whom it is prepared for : (1) Tourist itinerary : short itinerary which can be included in the tour brochure. It emphasises on the basic things that the tourist need and want to know relating to all the aspects of the tour. This document provides him the essential information such as departure point/time, check in-check out time, etc. (2) Tour Manager's itinerary : This is the most comprehensive type of itinerary. It includes information about all tour related elements, which are passenger list, accommodation allotment, special requirements, transportation arrangements etc. (3) Vendor's itinerary : (Vendors – Hotels, Ground services, Guides, etc.) : providing a general tour itinerary to the vendors help them to offer scheduled services and facilities to the tourists. (4) Bus driver itinerary : includes pickup points, turn around points, route map, drop-off points, sightseeing points and schedule. etc. to give him better understanding of his job. (5) Tour Escort itinerary : Similar to the Manager's itinerary but with lesser details.				
22.	• Accommodation : 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. The supplementary accommodation service providers are lodges, guest houses, bungalows, service apartments, etc. Tour operators include the services of both the categories depending on the cost of package tours and affordability of customers. • Sightseeing Tour : Sightseeing is one of the most important elements of a package tour. It is an integral part of a package tour as it offers conducted tours to the places of tourist interest in the cities. Tour operators arrange for more activities in the sightseeing or excursion tours. • Airlines : Air travel is an important component in the package tour segment. This includes international and domestic flight tickets and on-board services. • Railways : Tour operators include train travel	Student Handbook CBSE	5	47-49	4 (1 × 4) (Any four with explanation)

	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. For example, the Indrail pass, Eurail Pass etc. • Car Rental Service : Luxury car service is an important element of a package tour as it is primarily needed at the time of arrival, departure and sightseeing. Tour operators have now adopted the latest technology to make the schedule of cars. • Luxury Coach Service : All the conventional package tours include the luxury coach services provided it is a group of 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. • Cruise or Ferry Services : Cruise Liners themselves promote the all-inclusive packages and get it promoted through the wholesale and retail travel agent. They include room, food, drinks, sightseeing, entertainment, casino, etc. On-board package tours also comprise the service of ferry operators so as to provide alternative and safe conveyance service. For example, the Royal Virgo operates luxury cruise liners for high-end tourists across the countries. • Event Services : Tour operators take the services the MICE operators for the purpose of booking venues, food, conference kits and pre & post-conference sightseeing programmes. Event management companies appoint tour wholesalers to sell the packages. • Insurance : 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 travellers. • Ground Handling Services : 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.				
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	Miscellaneous Services : This service includes porter at airports and railway stations, tips to guides, interpreters and room boys, entrance fees, gifts and welcome dinners.						
23.	Table 1. Component of Tour Costs.		Student Handbook CBSE	6	57	4	
	Type of cost	Components					(%)
	Direct Costs	Accommodation & Food (Room, Breakfast & Meals)					25
		Airlines ticket (Scheduled and Charter Flights)					20
		Transfer, Sightseeing and Excursion (Coach, Car & Van)					15
		Agent Commission					10
	Total						70
	Indirect Costs	Administrative (Salary, perks, recruitment, selection, allowances, employee insurance, etc.) and maintenance (rent, electricity & telephone bill, software, etc)					09
		Marketing and Sales Promotion					05
		Miscellaneous (medical, Incentive travel, get together, etc)					01
	Total						15
	Net Income/Profit						15
	Grand Total						100
	24.	The following are the main rules which are prescribed by the IATA for the recognition of travel/tour companies in India :					Student Handbook CBSE
(1) All applications for recognition shall be addressed to the Director, Agency Investigation Panel (AIP), IATA, New Delhi, India.							
(2) The application for the grant of approval shall be in the prescribed form.							
(3) The objective of the recognition shall be to promote and develop travel industry in the country.							
(4) The company has to be in the business for at least							

	one year. (5) The company should have atleast 2 members qualified from IATA approved institute. (6) It should have sound financial credibility. (7) The location of the company should be freely accessible and clearly identifiable to tourists. (8) It should have security for the control of airlines ticket black. (9) It should have the ability to generate business. (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. (11) The company must attach an audited annual report with the application form. (12) The agency much attach the statement of international sales with the application form. (13) The decision of the IATA in the matter of recognition shall be final may in the directions of its committee refuse to recognize a company without assigning any reason. (14) The Association reserves the right to withdraw at any time the recognition already granted without assigning any reason. (15) The travel/tour company should have maintained ethical standards of tourism business. (16) The recognition granted by IATA shall not automatically entitle the travel agency/tour operator to be approved by any other organization/association.				
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