

00626

**MASTER OF ARTS (TOURISM  
MANAGEMENT)**

**Term-End Examination**

**June, 2016**

**MTM-13 : TOURISM OPERATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions. Each question carries equal marks.*

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1. Discuss the inter-sectoral linkages in tourism Operations. Give examples. 20
2. How does a travel agency deals with principal Suppliers ? Is E-ticketing influencing the business ? 20
3. As a tour escort how you would manage a city tour ? 20
4. Why is it essential to respect resident concerns in Tourism operations ? 20
5. Write in about 300 words each on any two : 10+10=20
  - (a) Preparing a day itinerary
  - (b) Food and Beverage operations
  - (c) Quality management

6. Discuss the role of technology in tourism Operations at various levels. 20
  7. Write an essay on the management of front office Operations. 20
  8. Discuss the hotel classification system in India. Enlist various requirements to be fulfilled for the classification. 20
  9. How do you manage guest amenities en-route and at the tourist destination ? 20
  10. Why publicity and promotions are needed in travel agency business ? Answer with examples. 20
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