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**MASTER OF ARTS (TOURISM
MANAGEMENT)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTM/MTTM)
Term-End Examination**

June, 2019

MTM-13/MTTM-13 : TOURISM OPERATIONS

Time : 3 Hours

Maximum Marks : 100

*Note : Attempt any five questions in about
600 words each. All questions carry equal
marks.*

1. Discuss the various elements in tour operations and linkages. 20
2. "To develop sustainable tourism, the concerns of local residents should be addressed." In view of this statement bring out the various concerns of local residents in sustainable tourism development. 20

(A-46) P. T. O.

3. Discuss the following in-house operations of inbound tour company : 10 each
 - (a) Acquiring complete product knowledge
 - (b) Managing linkages with service suppliers
4. Discuss the various procedures associated with outbound tour operations. 20
5. Discuss the role of distribution channel in tour operations. Also explain four types of distribution system in tour operations. 20
6. What are the various departments in a Travel Agency ? Discuss their key functions. 20
7. What are the promotional issues related to travel agency business ? Explain the marketing communication strategies taken up by travel agency. 20
8. Discuss the functions of Front Office. 20
9. What type of accommodations exists in unorganized sector ? How the services rendered by unorganized hotels are different from organized ones ? 20

10. Write short notes on any *two* of the following : 10 each

- (a) Managing Food Service Operations
- (b) Management of guest amenities
- (c) Five Star Category hotels