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MTTM-13

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination

June, 2023

MTTM-13 : TOURISM OPERATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about **600** words each.

(ii) All questions carry equal marks.

1. What are the Principal Elements in Tour Operations ? Explain each element and their role in Tour Operations. 20
2. Enumerate and explain the various areas of concern that needs to be addressed while planning for any tourism development activity at Local level. 20
3. Explain the concept of Quality Management and its role in Tourism with the help of 'Gap Model' for Service Providers. 20
4. What are the various operational issues in the outbound tour operations ? How are they different from inbound tour operation activities ? 20

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5. Write short notes on the following : $4 \times 5 = 20$
- (a) Tour Vouchers
 - (b) Check-out Process
 - (c) Sources of revenue in Travel Agencies
 - (d) Packaged Tour
6. What are the responsibilities of a manager in a travel agency ? How does technology aid in the discharging of these duties ? 20
7. Discuss the managing of hospitality operations in the unorganised sector with special reference to the limitations of unorganised hospitality sector. 20
8. What are the operational functions of the front-office department ? Also explain the importance of night auditing. 20
9. Enumerate and describe the different food and beverage outlets. Also explain the food service delivery system with the help of a flow diagram. 20
10. Write short notes on the following :
(any *two*) $2 \times 10 = 20$
- (a) Business Communication
 - (b) Electronic Front Office
 - (c) Duties and Responsibilities of a Tour Escort