

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2011**

**MTM-13 : TOURISM OPERATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions in about 600 words each.  
All questions carry equal marks, unless otherwise specified.*

1. Identify and explain the various areas of concerns which must be addressed while planning for tourism at local level. **20**
2. Explain the concept of Quality Management in Tourism sector. As a manager, how would you implement Quality Management strategy in your organisation. **20**
3. Discuss the various operational issues in Inbound Tour Operation business. **20**
4. Answer *any two* of the following in about **300** words each : **2x10=20**
  - (a) What are the sources of revenue for Travel Agencies ?
  - (b) Describe the factors which influence distribution system in tourism.
  - (c) Write a note on the Outbound Tour Operation business.

5. As a Travel Agent, explain the nature of your relationship with the Tourist Transport Suppliers with special reference to Air travel service providers. 20
6. Differentiate between Public Relation (PR) and Advertising. Describe the various PR activities which Travel Agencies usually adopt. 20
7. Why is Front - office an important department of a Hotel set - up ? Explain its various operational functions. 20
8. Write short notes on the following in about 150 words each : 5x4=20
  - (a) Types of Hotel Ownership
  - (b) Use of technology in Travel Agencies.
  - (c) Packaged Tour
  - (d) Major departments of a Five Star Category Hotel.
9. Explain the types of hospitality organisations in the unorganised sector and the features of the services they offer. Also discuss the factors for pricing in this sector. 20
10. Describe the various aspects of managing food service operations. 20