

00263

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

December, 2016

MTM-013 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the inhouse operations of a tour operator. 20
2. Why due care should be taken of quality management and customer care in tour operations ? 20
3. Discuss the role of information technology in travel agency operations. 20
4. Discuss the tour operator's distribution system. 20
5. Write about 300 words each on any two of the following : 10x2=20
 - (a) Housekeeping operations
 - (b) F and B operations
 - (c) Resident concerns in tourism operations.

6. Discuss the significance of front office operations in a five star hotel. What kind of staff would you recruit for this job ? 20
7. Discuss the problems faced by tour operators in marketing their packages. 20
8. What kind of training would you impart to a tour escort ? Prepare a plan for monitoring his or her services. 20
9. What are various functional departments of an agency ? What can be the alternative functions for a travel agent ? 20
10. Define the following : 5x4=20
- (a) Right of passage
 - (b) Tour package
 - (c) Travel circuit
 - (d) Long-haul travel
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