

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

Term-End Examination

December, 2023

MTTM-13 : TOURISM OPERATIONS

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** of the following questions in about **600** words each. All questions carry equal marks.

1. Explain the inter-sectoral linkages in tourism operations with the help of suitable examples. 20
2. Why is quality management essential in tourism operations ? Explain with the help of suitable examples. 20
3. How will you manage the in-house operations of a tour operations company ? Explain. 20

4. Define Distribution Channel. Discuss the role of distribution channel in tourism. Also mention the different types of distribution channels used in tourism industry. 20
5. Write short notes on the following : 4×5=20
- (i) Importance of customer care in tourism industry
 - (ii) Catering cycle
 - (iii) Menu Planning
 - (iv) Timeshare apartments
6. Who are the principal suppliers of a travel agency ? What are the challenges faced in the relationship between travel agencies and its principal suppliers ? Explain with the help of examples how travel agencies deal with these challenges. 20
7. What do you understand by the terms organized and unorganized sector in accommodation ? Explain the process of product design in the organized accommodation sector.

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8. Discuss the functions performed by the Front Office with the help of guest cycle. 20
9. Describe the organizational structure of the housekeeping department in a 5 star hotel and explain the role and responsibilities of each personnel in the organizational chart. 20
10. Write short notes on any *two* of the following :
2×10=20
 - (a) Marketing of tour packages
 - (b) Use of technology in a travel agency
 - (c) Beverages Management