

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2012

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.*

1. Discuss the various elements involved in tour operations. **20**
2. Explain the concept of quality management in Tourism with the help of 'Gap Model' for service providers. **20**
3. Enumerate the activities to be undertaken for managing in- bound tour operations. **20**
4. Describe the functions and departmentalisations of a travel agency. **10+10=20**
5. Write short notes on *any two* of the following :
 - (a) Costing a Tour - package. **10x2=20**
 - (b) Beverages
 - (c) Qualities of a Tour Escort.

6. What do you understand by organised accommodation sector? Also mention the process of product design in accommodation sector. 8+12=20
 7. Explain the role of distribution chains and channels in Tourism product / services selling. 20
 8. Discuss the functions of the Reservation office of a Hotel. 20
 9. Write a note explaining the management of food service operations in a Hotel. 20
 10. Discuss the importance of publicity and promotion for a travel agency. 20
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