

00837

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2010

MTM-13 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

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

1. An 'Inclusive Package Tour' is the perfect example of the existence of linkages among different components of the travel trade. Justify the above statement by discussing the various inter-sectoral linkages. **20**
2. Identify and explain challenging factors outside the control of Tour Operators while packaging, selling and delivery of tour packages. **20**
3. Explain the various areas of concern which should be considered and adhered to at the planning stage for any tourism development activity at Local levels. **20**

4. What are the various types of Business correspondence handled by a Tour Operation Company ? Discuss the managerial aspects for their effective handling. 20
5. In Tour operation business, job specification may vary according to the area of operations. As an Inbound Tour operator, identify staff requirements in major operation areas and their corresponding required skills. 20
6. What are the responsibilities of a Manager in a Travel Agency ? Explain with examples. 20
7. Define the term "Reservation" in context to a hotel set-up. Describe the function of the Reservation department and also discuss the issues involved in managing a Reservation Department. 20
8. Write short notes on the following in about 150 words each : 5x4=20
- (a) Pricing of accommodation in unorganised sector.
 - (b) Computers and management in hotels.
 - (c) Public Relation as a Promotional technique in tourism.
 - (d) Outbound Tour operations.

9. Illustrate diagrammatically a typical organisational structure of a Front-Office Department of a hotel. Describe the major 'Front-of-the-House' and 'Back-of-the-House' operations in hotels. 20
10. Describe the different types of accommodation available in both the organised and unorganised hospitality sector. 20
-