

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2011

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 specified.*

1. Discuss the inter - sectoral linkage operating in the Tour Operation business. **20**

2. "Host / Residents' concern must be borne in mind at both pre - planning and post - planning stage of tourism development." Justify the above statements giving relevant examples. **20**

3. What are the requirements of setting up a Tour Operation Company ? Explain the use of technology in day Tour Operation business. **20**

4. Write short notes on the following in about **150** words each : **5x4=20**
- (a) Major departments of a Star Category Hotel.
 - (b) Menu planning.
 - (c) Types of Distribution system in tourism.
 - (d) Guest check - out process.
5. As a Tour Operator, what all activities should you perform to manage the in - house operations. **20**
6. Describe the managerial functions and responsibilities of a Travel Agent. **20**
7. Answer **any two** of the following in about **300** words each : **10x2=20**
- (a) What are the stages in opening and running a restaurant ?
 - (b) Discuss the various issues to be addressed by Travel Agencies while developing and implementing promotional strategies.
 - (c) How would you work out the costing of a Tour Package ?

8. As a Manager of a Tour Operation company, what qualities would you look for while recruiting Tourist Escorts. How would you manage the Escort services ? 20

 9. Describe the various types of accommodation facilities available in the organised sector. 20

 10. Discuss the organisation of Housekeeping department in Hotels. Also explain the main functions of this department. 20
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