

S.D.E.

T.Y.B.A. (Tourism Studies) : SUMMER - 2019

SUBJECT: BUSINESS TOURISM & TOUR PACKAGE MANAGEMENT

Day: Wednesday

Time: 03.00 PM TO 06.00 PM

Date: 10/04/2019

Max. Marks: 70

S-2019-4624

N.B:

- 1) Q.1 is **COMPULSORY** which carries **20** marks.
- 2) Q.2. to Q.6 carries **10** marks each.

Q.1. Write a short note on (**ANY FOUR**): **(20)**

- a) MICE tourism
- b) Health & Wellness tourism
- c) Business tourism
- d) Planning tools for an itinerary.
- e) SIT.

Q.2. Answer **ANY ONE** of the following: **(10)**

- a) Differentiate between :-
 - i) Alternative & special interest tour.
 - ii) Inbound & outbound tourism
- b) Plan a tour brochure for a domestic package tour offered by your travel agency.

Q.3. Answer **ANY ONE** of the following: **(10)**

- a) Plan a tour itinerary for a group of 30 people from Canada of Pune's Pilgrimage for 3 days.
- b) Explain the following forms of tourism with examples.
 - i) Spa tourism
 - ii) Space tourism
 - iii) Disaster tourism
 - iv) Agro tourism

Q.4. Answer **ANY ONE** of the following: **(10)**

- a) Explain the categories of business travel & scope for this form of tourism in India.
- b) What is the role of cultural events & festivals in the promotion of tourism?

Q.5. Answer **ANY ONE** of the following : **(10)**

- a) What are the lessons to be learnt from other countries with respect to tourism?
 - i) Thailand
 - ii) Dubai
- b) Explain the design process of a packaged tour.

Q.6. Answer **ANY ONE** of the following : **(10)**

- a) Define itinerary; List and Explain the factors, criteria to be considered while planning a tour itinerary.
- b) Elaborate the role of various departments in the hotel in ensuring customer satisfaction.

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