

B. SC. (HOSPITALITY & HOTEL ADMINISTRATION) SEM – II
2010 COURSE) : SUMMER - 2018
SUBJECT : TOURISM OPERATIONS - II

Day : **Thursday**
Date : **19/04/2018**

S-2018-2181

Time : **10.00 AM To 01.00 PM**
Max. Marks : **80**

N. B. ;

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

Q. 1 Attempt **ANY EIGHT** of the following: **(16)**

- a) i) Passport ii) Visa
- b) i) Guide ii) Tour Escort
- c) Identify target market for i) A Pilgrim Tour ii) An Adventure Tour
- d) What is travelogue?
- e) What is the basis for pricing a packaged tour?
- f) List 4 important tourist zones in India.
- g) List 4 examples of merchandise given by travel agent to tourists.
- h) What is FAM trip?
- i) What is GDS? Give two examples.
- j) List 4 types of Maps.

Q. 2 Answer **ANY FOUR** of the following: **(16)**

- a) What are the geographical features in India which attract tourism? Give example.
- b) What the economic regulations in tourism?
- c) Explain the co-relation between seasonality and a tourist destination.
- d) Explain the importance of training for travel agency staff.
- e) How are local foods used to make market a destination? Explain with example.
- f) What is the role of Information Technology in tourism?

Q. 3 Answer **ANY TWO** of the following: **(16)**

- a) Explain the following types of tourism:
 - i) Eco tourism v) Medical tourism
 - ii) Heritage tourism vi) Ecotourism
 - iii) Sustainable tourism vii) Extreme tourism
 - vi) Virtual tourism viii) Wildlife tourism
- b) What are the tourism regulations with respect to the Accommodation Industry?
- c) "India has rich and valued cultural Heritage". Explain the statement with respect to tourism.
- d) What is the role of local bodies in development of tourism at a destination?

Q. 4 Answer **ANY FOUR** of the following: **(16)**

- a) What are the different signs and symbols used in a travel map?
- b) What are the health regulations for overseas travel?
- c) Explain different types of Visa.
- d) What is the basis for market segmentation in tourism?
- e) What is promotional event in tourism? Give examples.
- f) Explain the role of internet in tourism.

Q. 5 Answer **ANY TWO** of the following: **(16)**

- a) What are the characteristics of tourism as a service products?
- b) What is marketing mix in tourism? Give examples.
- c) Explain the tourism regulations for environment protection and conservation.
- d) Plan a tour itinerary for 3 days for a group of 30 senior citizen for Mahabaleshwar.

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