

S.D.E.

T.Y.B.A. (Tourism Studies) : WINTER - 2018

SUBJECT: BUSINESS TOURISM & TOUR PACKAGE MANAGEMENT

Day: Wednesday
Date: 10/10/2018

Time: 03.00 PM TO 06.00 PM
Max. Marks: 70

W-2018-4242

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) Business tourism.
- b) Special interest tour.
- c) MICE tourism.
- d) Packaged tours: types.
- e) Planning tools for an Itinerary.

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

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

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

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

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

- a) Plan a tour itinerary for a group of 25 people from Germany on Fort tourism for 5 days in Maharashtra.
- b) Explain the role of various departments in a hotel ensuring customer satisfaction.

Q.5. 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.6. Answer **ANY ONE** of the following : **(10)**

- a) How is the packaged tour managed? What is the function of a tour manager?
- b) List & explain the factors effecting tour formulation for planning packaged tour.

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