

1069

Diploma Course (Add-on)
Tourism and Travel
Paper –II: Tourism and Management

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

- I. Attempt any five of the following:-
- a) What is the role of planning in tourism?
 - b) What do you mean by tour operators?
 - c) Define tour brochure.
 - d) What is the importance of transportation in tourism?
 - e) What is the role of social networking sites in tourism?
 - f) What is the relationship between technology and tourism?
 - g) Note on Entrepreneurship and tourism industry.
 - h) What are the major management issues in tourism? (5x3)
- II. Discuss the linkages of tourism with management areas like finance, human resource and marketing. (15)
- III. Write a detailed note on history and present status of travel agencies in India. (15)
- IV. What for MS word is meant? Explain various uses of MS word for tourism industry. (15)
- V. Discuss the significance of tourism organization in promotion of tourism? (15)
- VI. Write short notes on:
- a) Tourism and Indian Airlines
 - b) Tourist transport (15)
- VII. What is the role of human resource management in tourism industry? (15)
- VIII. Write short notes on:-
- a) Corporate forums in tourism
 - b) Operation management in tourism (15)

x-x-x