

1056  
Diploma (Add-on Course)  
Tourism and Travel  
Paper – II: Tourism and Management

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

- I. Attempt any five of the following:-
  - a) What is Role of CRS in tourism industry?
  - b) What is arm & chair tourism?
  - c) Name any three international airports in India.
  - d) What are characteristics of a tourism product?
  - e) What is distribution channel in tourism?
  - f) What is ITDC and explain its role in tourism?
  - g) Give a flowchart of organizational structure of a airline or travel agency or a hotel?
  - h) What is accessible tourism? (5x3)
- II. What are various corporate forums in tourism? Give suitable example for each. (15)
- III. Write a note on managerial practices in tour operations in tourism industry? (15)
- IV. What is the role of marketing management in tourism? (15)
- V. What is the role of internet services in the growth of tourism industry? (15)
- VI. "Without tourist attractions there would be no tourism." Explain the Above statement by giving suitable examples. (15)
- VII. What is the new tourism policy of India? Explain it in detail. (15)
- VIII. What are the future prospects of tourism in India? Give suitable reasons to justify it. (15)
- IX. What are the skills required by tourism professionals? Has Human resource department of a tourism organization any role in it? (10,5)

x-x-x