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UG-II/T.T.M.-III(M)/21

2021

TOURISM & TRAVEL MANAGEMENT
(Tourism Marketing and Tour Business Operation)

[MAJOR]

Paper : III

Full Marks : 100

Time : 4 Hours

The figures in the right-hand margin indicate marks.

Candidates are required to give their answers in their own words as far as practicable.

1. Answer any **five** from the following questions:

1×5=5

- a) Define marketing mix in tourism.
- b) What is Suite Hotel?
- c) What is tourist life cycle?
- d) What is F.F.P?
- e) What do you mean by 'Market'?
- f) What does primary accommodation mean?
- g) Mention one of the name of international airport in India.
- h) What do you mean by freedom of air?

2. Answer any **ten** from the following questions:

2×10=20

- a) What does market research mean?
- b) What is the significance of a Blue passport?
- c) What do you mean by Caravan?
- d) Mention two features of 'NIGHT FARE'.
- e) What do the following abbreviations stand for?
F.I.T; T.A; T.O., H.C.C
- f) What does Youth Hostel mean?
- g) Mention the name of two famous Taj Resorts in India.
- h) What do you mean by conducted tour?
- i) Mention two qualities of a travel agent.
- j) What does we mean by smokeless industry?
- k) Write down the difference between escorted and unescorted tour.
- l) Write down the features of three-star hotel.

3. Answer any **five** from the following questions:

6×5=30

- a) Discuss the merits of hotel management system prevailing in India.

[Turn over]

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- b) Write a short note on public relation.
- c) Write down the objectives of National Airport Authority of India.
- d) Briefly discuss the role of advertisement to promote growth of tourism.
- e) Differentiate between tour operator and travel agent.
- f) Write short note on utilities of tour brochure.
- g) How does environmental pollution hinder the sustainable development of tourism? Explain.
- h) Discuss the role of Government of India to improve the road transport in the growth of tourism in India.

4. Answer any **three** from the following questions:

15×3=45

- a) What are the basis of Hotel management system prevailing in the world? Discuss relative merits and demerits of each.
- b) Develop a plan for establishment of a single office travel agency in your town.
- c) Explain the liaison between tourism and other economic sectors of a society.

- d) Discuss the incentives and fiscal benefits offered by the Government of India to the investor of hotel industry.
- e) What is market research? Discuss the principal stages of conducting market research.
- f) Explain the term cruise tourism. How does the advantages of cruise tourism play a conclusive role to popularise tourism industry in India.
