

Total No. of Pages: 1**6909**

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(HOTEL MANAGEMENT AND TOURISM)****(FIRST YEAR)****160: TRAVEL AND TOURISM OPERATIONS**

Time: Three hours

Maximum: 75 marks

SECTION - A**Answer any FIVE questions****(5 × 3 = 15)**

1. List the specialties of any two tourist spot in Tamilnadu?
2. Why Tourism is called as an Industry? Explain.
3. Discuss the growth and development of Tourism?
4. What are all the infrastructure for Tourism?
5. Explain the travel agency objectives and Functions?
6. Explain the importance of travel agencies?
7. Define destination management?
8. Define pull factor Tourism?

SECTION - B**Answer any THREE questions****(3 × 10 = 30)**

9. Discuss the merits and demerits of various modes of Transportation with examples.
10. Explain the push and pull factors of tourism.
11. Write a brief note on inter and Intra regional Tourism.
12. Discuss the new concepts for tourism.
13. Discuss the importance of travel agencies in successful tour operations.

SECTION - C**Answer any ONE question****(1 × 15 = 15)**

14. Write a brief essay on WTO reports.
15. Discuss the innovations in Tourism marketing.
16. Discuss different plans and services of tour operations.

**SECTION - D
COMPULSORY****(1 × 15 = 15)**

17. "Explain the Ethics of International Tourism market".

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