



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT (MHM-11)

Assignment

Last Date of Submission: 15 May 2015

Course Title: Travel Agency Operations

Course Code: MHM - 201

Session: 2014-15 Summer

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2^{1/2} marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- (1) Role of Travel Agency
- (2) What is tour packaging? Explain.
- (3) What are the benefits and costs of tourism?
- (4) History of Travel Agencies
- (5) Ancillary Tourism Services
- (6) Purpose of Tourism
- (7) Write a note on costing of tour package
- (8) Forms of Organizations.

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 questions only in about 500 words.

Discuss the following in detail:

- (1) Write a detailed note on History of Travel Agency
- (2) Define tourism. Explain emerging paradigm in tourism.
- (3) What do you mean by tour operator? What are the functions of tour operator?
- (4) Write a detailed note on IATO