



UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

MTM SECOND SEMESTER ASSIGNMENT

Programme Name: Master of Tourism Management

Programme Code: MTM12

Course Name: Introduction to Travel and Hotel Operations

Course Code: MTM202

Session: 2013-14 (Summer)

Maximum Marks: 20

Last Date of Submission: 15 June 2014

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Write a short note on evolution of travel agency.
2. What do you understand by linkages in tourism?
3. Write a short note on 'Computer Reservation System'.
4. What do you mean by Travel Documentation?
5. Describe the responsibility of foreign exchange department?
6. Define the itinerary and its importance
7. Write an essay on the objectives of UFTAA.
8. Define Resort?

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. Write a detailed note on different functions of a travel operation? Also differentiate between inbound and outbound travel operations?
2. Discuss the origin and evolution of the hospitably Industry with special reference to International context.
3. Discuss the procedure of hotel star classification followed in India.
4. Which steps are required in developing a marketing plan for tourism and hospitality services?