

2019

Part – II

TOURISM AND TRAVEL MANAGEMENT

(Tourism Marketing and Tour Business Operation)

(Major) .

Paper – III

Full Marks – 80

Time : 3 Hours

Write answers to Questions of each / Half / Part/ Group in separate books wherever necessary.

The figures in the right-hand margin indicate marks.

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

GROUP – A

1. Answer any **ten** questions : 1×10
- (a) Who are the tour operators ?
 - (b) Define Travel agent.
 - (c) Write down the name of two major travel agents operating in West Bengal.
 - (d) Define 'Package tour.
 - (e) *What do you mean by overseas tourism office ?*

- (f) What do you mean by service marketing ?
- (g) What is MICE tourism ?
- (h) Define CRM in tourism.
- (i) What is Itinerary ?
- (j) What is tour costing ?
- (k) Define 'Service marketing.
- (l) Mention two reputed tour operators.

GROUP – B

2. Answer any **four** questions : 5×4

- (a) How to set up a travel agency ?
- (b) Distinguish between consumer product and service product.
- (c) 'Market Research in Tourism is Vital'– Explain.
- (d) 'A tour operator has many functions'– State the functions.
- (e) Describe the rules required for recognition of tour operator.
- (f) Why advertising is necessary in tourism ?
- (g) Discuss the statements that are prepared in Travel Accounting.

GROUP – C

3. Answer any **five** questions : 10×5
- (a) Explain the reasons why tourism is considered as a service industry ? 7+3
 - (b) Describe the features of service marketing. 10
 - (c) (i) Distinguish between Business tourism and Education tourism.
 - (ii) What is 'Tourism destination management' ? 6+4
 - (d) What is market segmentation in respect of a tourist destination ? 10
 - (e) Discuss different types and elements of a package tour. Give proper example. 10
 - (f) Discuss the functions of any one Tourism Corporation of India. 10
 - (g) What is event management ? Explain its necessity in tourism ? 3+7
 - (h) (i) 'A tour operator faces many challenges in handling tourists' – What are the possible challenges ?
 - (ii) Classify events in event management. 7+3