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(b) Use of digital tools and technology in the hotel operations.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3413

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Unique Paper Code : 6132403601 (UGCF)

Name of the Paper : Tour Operations and Business

Name of the Course : **B.A. (V.S) Tourism
Management**

Semester : VI DSC

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll.No. on the top immediately on receipt of this question paper.
2. **Part** of the questions to be attempted together.
3. Attempt any **5** questions.
4. **All** questions carry equal marks.

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1. Explore the various career opportunities available in the tour operation sector. What qualifications and personal traits are important for building a successful career in this field? (9+9)
2. Describe the various steps involved in managing hotel procedures during a group tour. How can a tour manager ensure a smooth check-in and check-out experience for tourists? (9+9)
3. Prepare a 7-day detailed itinerary for a cultural heritage tour of Rajasthan covering destinations like Jaipur, Jodhpur, and Udaipur. Include transportation, accommodation, sightseeing, and meal plans. Calculate the total tour cost per person including all major components like transport, stay, meals, guide charges, and entry fees. Present your costing in the form of a tour cost sheet. (9+9)

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4. Discuss the evolution of the tour operation business and its significance in modern tourism. (9+9)
5. Explain the meaning of service complexities in the tour operation business. Discuss the different types of complexities that tour operators face while delivering tourism services. (9+9)
6. Discuss the significance of maintaining online credibility for tour operators. What are the common challenges they face in digital presence? (10+8)
7. Define tour packaging. Explain the importance and classifications of tour packages. (5+13)
8. Write notes on the following : (9×2)

(a) Concept of group identification in tour operations.

P.T.O.