



NEERAJ®

M.T.T.M.-13

Tourism Operations

**Chapter Wise Reference Book
Including Many Solved Sample Papers**

Based on

I.G.N.O.U.
& Various Central, State & Other Open Universities

By: Kautilya Tiwari, MTM, PGDBM, DTS



**NEERAJ
PUBLICATIONS**

(Publishers of Educational Books)

Mob.: 8510009872, 8510009878 E-mail: info@neerajbooks.com

Website: www.neerajbooks.com

MRP ₹ 320/-

Content

TOURISM OPERATIONS

Question Paper–June-2023 (Solved)	1-2
Question Paper–December-2022 (Solved).....	1-2
Question Paper—Exam Held in March-2022 (Solved)	1-2
Question Paper—Exam Held in August-2021 (Solved)	1-2
Question Paper—Exam Held in February-2021 (Solved)	1-2
Question Paper—June, 2019 (Solved)	1
Question Paper—December, 2018 (Solved)	1-3
Question Paper—June, 2018 (Solved)	1-3
Question Paper—December, 2017 (Solved)	1
Question Paper—June, 2017 (Solved)	1

<i>S.No.</i>	<i>Chapterwise Reference Book</i>	<i>Page</i>
1.	Understanding Tourism Operations (Inter-Sectoral Linkages)	1
2.	Respecting Resident Concerns in Tourism	11
	Operations and Development	
3.	Quality Management and Customer Care	22
4.	Managing Tour Operations–I	32
	(In-House Operations and Use of Technology)	
5.	Managing Tour Operations–II	45
	(Field Operations–Inbound and Outbound)	
6.	Managing Tour Operations–III (Field Distribution)	58

<i>S.No.</i>	<i>Chapterwise Reference Book</i>	<i>Page</i>
7.	Managing A Tour: Escort	67
8.	Managing Travel Agency Operations–I (Managing Internal Operations, Technology)	75
9.	Managing Travel Agency Operations–II (Dealing With Principal Suppliers)	88
10.	Managing Travel Agency Operations–III (Publicity and Promotions)	98
11.	Managing Hospitality Operations: Organised Sector	110
12.	Managing Front Office Operations	128
13.	Managing Housekeeping Operations	141
14.	Managing Food and Beverage Operations	151
15.	Managing Hospitality Operations: Unorganised Sector	166

■ ■

**Sample Preview
of the
Solved
Sample Question
Papers**

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com

QUESTION PAPER

June – 2023

(Solved)

TOURISM OPERATIONS

M.T.T.M.-13

Time: 3 Hours]

[Maximum Marks: 100

Note: Attempt any five questions. All questions carry equal marks.

Q. 1. What are the Principal Elements in Tour Operations? Explain each element and their role in Tour Operations.

Ans. Ref.: See Chapter-1, Page No. 3, 'Elements in Tourism Operations'.

Q. 2. Enumerate and explain the various areas of concern that needs to be addressed while planning for any tourism development activity at Local level.

Ans. Ref.: See Chapter-2, Page No. 11, 'Concern at Planning Stages', Page No. 13, 'Concern at Post Planning Implementation Stage' and Page No. 14, 'Tourims Development Benefits to Residents Vis-a-vis Economy'.

Q. 3. Explain the concept of Quality Management and its role in Tourism with the help of 'Gap Model' for Service Providers.

Ans. Ref.: See Chapter-3, Page No. 24, 'Quality Management in Tourism' and Page No. 23, 'Gap 1', 'Gap 2', 'Gap 3', 'Gap 4', 'Gap 5'.

Q. 4. What are the various operational issues in the outbound tour operations? How are they different from inbound tour operation activities?

Ans. Ref.: See Chapter-5, Page No. 45, 'Introduction', Page No. 54, Q. No. 3 and Page No. 53, Q. No. 2.

Q. 5. Write short notes on the following:

(a) Tour Vouchers.

Ans. Ref.: See Chapter-4, Page No. 39, 'Controlling Vouchers'.

(b) Check-out Process.

Ans. Ref.: See Chapter-12, Page No. 134, 'Check-out Process'.

(c) Sources of revenue in Travel Agencies.

Ans. Ref.: See Chapter-8, Page No. 80, 'Sources of Revenue'.

(d) Packaged Tour.

Ans. Ref.: See Chapter-8, Page No. 76, 'Packaging and Costing of Tour'.

Q. 6. What are the responsibilities of a manager in a travel agency? How does technology aid in the discharging of these duties?

Ans. Ref.: See Chapter-8, Page No. 77, 'Managerial Responsibilites' and Page No. 79, 'Use of Technology'.

Q. 7. Discuss the managing of hospitality operations in the unorganised sector with special reference to the limitations of unorganised hospitality sector.

Ans. Ref.: See Chapter-15, Page No. 166, 'Introduction' and Page No. 174, Q. No. 2.

Q. 8. What are the operational functions of the front-office department? Also explain the importance of night auditing.

Ans. Ref.: See Chapter-12, Page No. 128, 'Front Office Functions'.

Also Add: The Night Audit is mandatory in a hotel as it completely controls the transactions for a day. It checks all reservation discrepancies, posts charges and generates folios, updates housekeeping status and closes cash counters.

Date rollover happens, that is, the active date of working changes over to the next day while the current days account gets locked. The Night Audit process ends with the reports for the day (called Night Audit Reports), that summarizes the transactions and the resulting collections for the day.

The Night Audit Reports are generated daily. They reconcile the hotel's daily activities and transactions and are sent to the management for review. These reports are extremely effective for maximizing the efficiency of the hotel. With these reports, the manager has daily figures of room occupancy and other financial figures that can provide a daily opportunity to react and respond to slow sales period.

Q. 9. Enumerate and describe the different food and beverage outlets. Also explain the food service delivery system with the help of a flow diagram.

Ans. Ref.: See Chapter-14, Page No. 151, 'Introduction', 'Chapter at a Glance' and Page No. 153, 'Food Service Operation System'.

Q. 10. Write short notes on the following:

(a) Business Communication.

Ans. Ref.: See Chapter-1, Page No. 8, 'Communication' and Chapter-3, Page No. 27, 'Communication'.

(b) Electronic Front Office.

Ans. Ref.: See Chapter-12, Page No. 135, 'The Electronic Front Office (EFO)'.

(c) Duties and Responsibilities of a Tour Escort.

Ans. When we design the tour the escort service is also the part of the tour. The escort is a very important part of the tour. Without escort the tour can be affected so it is always required that we should work to give the escort with in the tour. In managing the escort we require some special kind of skills and knowledge. Escort work as a base for our tour. If we are not able to greet our guest in a well manner this can affect the whole tour.

In each tour escort play a very important role. The competition is so much tough in the industry for that we want some specialised people who can run the business in well manner. The escort work to give the suggestion to the tourist and as a friend who is always ready to solve the problem of the tourist every time. The task of the escort starts when the tourists arrive at your destination and ends when the tourist goes from the destination. It is the responsibility of the escort that he takes care each and everything of the tourist. The task of the escort starts from the airport when he takes care about facility status at the airport. He also takes care about the service available in hotels and in the whole tour.

The charge of responsibility related with the tour mainly given to the escorts. It is very much important that the escort must have all the qualities and characteristics which are required for an escort. He must have the ability of managing each and everything in the tour while he is going for the tour. He should change himself according to the nature of the tour. His role is same as the manager in the tour. He also takes decision according to the requirement so he should possess the quality of right kind of decision-making. The escort must have the knowledge about :

- The place where the tourist will visit
- Nearby rural and urban area

- Special geographical attraction
- Nearby shopping centre
- Historical attraction
- Business locations
- Food places.

Escort is the person who is always in direct contact with the customer and the complete image of your company is in his hand. He works as frontline manager for the company whose main aim is to make an image in front of the customer. If you do not make effort to make your service better this can make you out of the market. It is also required that company should pay all kind of benefit to the person because he is generating the business for the company by his all efforts. If our employee is satisfied they can be able to satisfy the customer. If the company adopt a policy of cost cutting in adopting an escort this affect the whole process of tourism operation because the knowledge and skill of that person may be less than the experience one. It is very important to adopt a escort who is full of the professional knowledge because some time the image created one time can affect you in future also. Many escort works as a agent for the other some time they advertise the others service which can affect your business. So, you should not take the service of this kind of escort.

When we recruit a new person as a escort it is very much required that we should give him a orientation programme regarding rules, regulation and policy of the company. We should define all the services we having for that particular group by which he can be able to fulfil all the needs and wants of the tourists. The tour operator must have all the knowledge that how one registers a FIR and what are the emergency numbers in the local area. The escort also helps us in defining the satisfaction level of the tourist. By the help of the escort we can erase our minus points from our system. It is required that he should make a report regarding the experience related with the tour. He can define the feedback of the tourist about our service. The report made by the escort and feedback given by the customer help us to make the changes for the forthcoming tours.

Changes are always come in the rules and regulations time to time. So, it is required that we should provide the time to time training to our escort by which they can deal with the changes in a well manner. We should provide them all kinds of information related in the market. The training should be in a manner by which it can produce the quality of escorts.



Sample Preview of The Chapter

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com

TOURISM OPERATIONS

Understanding Tourism Operations (Inter-Sectoral Linkages)



INTRODUCTION

Tourism operations now-a-days have become a very important phenomenon in each and every part of the world. This industry helps many countries to stand on the global platform. Tourism is a concept by which many world economies generate major part of their income. Many sectors in tourism work together to fulfil the objective and achieve the highest degree of standard in tourism operations. Tourism is also associated with many sectors or we can say that this industry consist many sector, which help in achieving the main goal. Tourism operations have become the need of the tourism sector. Tourism industry is growing with a very fast rate. Expert says that tourism industry has the ability to compete the world's fastest growing industry in coming years. In this unit we measure the need of all the sectors involved in tourism operations and their relationship with other.

CHAPTER AT A GLANCE

TOURISM OPERATIONS:

A Historical Profile

Tourism operation consists the process by which the tourism organisation develop the quality of the package to satisfy the customer's expectation about

the service. Operation is not related or associated with the marketing of the service we are offering to the customer. The main aim of operations is to fulfil the customer's demand and to minimize the zone of tolerance. Tour operators must develop themselves with the changing environment. We are living in the era of specialization in which only perfection is to be rewarded suitably. The way of success depends on the customer's satisfaction level or the customer is the main key of success in the market. The level of quality provided by the operator in organising the tour help the tour operator in his growth.

Tour operator helps in minimize the tension of the people regarding the planning of the tour. Many changes are also responsible for growth of the tour operator. In these days people love to choose different kind of locations and high level of service. Some of the changes which help in evolution and growth of tour operator are:

- Technological Changes
- Information Explosion
- Changes in Regulatory System
- Improvement in the Standard of Living
- Increase in the Income
- People have more time for Leisure

2 / NEERAJ : TOURISM OPERATIONS

Technology improve the level of quality service. The customer can easily access the information regarding the destination and easily check the availability of tour operator and service provided by them by the help of the internet. The inventions and innovations in the field of communications have been found fuelling information explosion. It is in the context that we now find globe like a village. To be more specific after the development of satellite communication facilities we find beginning of a new chapter in almost all the areas the tremendous opportunities generated by communications would influence almost all the sectors. The tourism sector organisations market their product by the help of the technology. Technology also improve quality of transportation by which people can easily travel from one place to another. Efficiency in the tourism process can be improved with the help of technology like they can measure the availability of seats in hotels, restaurants and aeroplanes.

Many Governments worldwide minimize the rules and regulations for the entry of service sector organisation but this is up to a limit because they also work to save the right and profit of the domestic organisation. This helps in the growth of the tour operator because they have all the information regarding the host country. Most of the country adopting the open door policy for the tourist because this helps in the growth of the country and also provides the job opportunity to the local people.

The philosophy of development is coiled in the essence of improving the living conditions of masses which in turn help increasing the standard of living. If we offer quality living conditions for the masses, the faculty of development would be proved to be productive. Standard of living motivates the people to choose the best service provider. Consumers want good quality of service and minimize their tension. The people have more income to spend on their leisure activity. If we find more job opportunities, the masses get an opportunity to earn more and when they earn more it is quite natural that they want to

spend more. The people have more time to spend for their leisure activity. The qualitative development in the society is substantially influenced by the pattern of system of development adopted by the policy makers.

We cannot neglect that in the developing countries like ours where the development-oriented tourism has opened new job opportunities and the liberalization of economy is opening new vistas for development. This development gives birth to the tourism. Countries like Singapore is earning the growth as well as providing the best job opportunity to their people. Tour operators are adopting a new idea to develop their package with the help of inter-sectoral linkage. The cost of the package may be higher in traditional way of conducting a tour but this linkage help to minimize the cost. Tourism can be affected by the political, social, economical, and environmental condition of that country. The country's growth can increase the number of tourist, but if the internal condition of the country is not better than it can affect the brand image of that country like Pakistan.

INTER-SECTORAL LINKAGES

The industry is always depending on the other sector for its growth and development. In tourism the tour operator works to develop the relationship with other sector to satisfy the customer demand. Designing the tour is not only a task which is related with the other sector like hotels, spa, taxi owner, of the host country. Some days ago people look towards the tour operator to define the things in a proper manner but now the scenario has changed, without an inter-sectoral linkage we cannot fulfil the desire of the people, suppose if we are going to conduct a tour for South Africa so, the tour operator must have the link with domestic service provider of the host country. If the tour operator does not have the linkage that may increase the cost of his package . If we want to make our service like a tangible product then we should develop the inter-sectoral linkage.

Tour is not only related with the travel from one place to another but it also includes the complete services by which a tour cannot be successful. Price of the tour depends upon the service offered by the tour operator. If a person selects high quality of service the price will be higher than the ordinary service. But the price is always lower than old methods in which book our service separately.

Few years ago the tourist did not want to go different places in a tour. But, now the taste and preferences of the people is changing with the time. Tour operator is planning a kind of tour in which the customer can taste the different culture, places, region, in single tour. We can take the example of medical tourism. Tourist in India also comes because of the facility available there. They can do both the things together treatment plus leisure. So, another sector also link with the tourism industry. These linkages help in growth of both the sector. The quality of service can be affected because of the multi-management. When we design the tour we always think to provide the best quality of service to our customer. We use different kinds of service or level of service to satisfy the customer. But some of the factor can affect the whole tour which cannot come under the control of tour operator but play an important role:

- Waiting time at airport
- Service offered in the aeroplane
- Transport service from the airport or from hotel
- Standard of service at hotel
- Environment
- Local condition.

The tour operator is responsible for all the tour and activity so, he should take some step to control all the activity related with his tour. He can measure the level of service quality by the help of survey, market research and taking feedback from the customer and plan for the future. In tourism

operations all the components work as resources. So, the tour operator should take wise decision regarding proper utilisation of these resources as well as work to improve the brand image. Tour operator should involve some creativity in designing the package.

Using new and innovative ideas regarding their product, giving value to the customer, making a brand image, total quality management, pricing decision, customer support, product positioning and differentiation help the management in marketing of their product.

ELEMENTS IN TOURISM OPERATIONS

Many elements involve in the tourism business common in all the organisation involve in tourism activity. Many time the tourism industry face new challenges regarding their linkage with other sector, for example Railway Tourism Development Corporation (RTDC) in India give the discount to the tour operator in non-peak months, when the flow of tourist is not so high. Globalisation also affects the whole process in conducting the tours, like some of the country become the business hub where the seats and routes of aeroplane are always busy. In these destinations the price of the tour package will be higher. This creates a problem for the tour operator. Sometime other sectors involve in the operation cut the discount or increase the price. We can say that the linkage is depending on the negotiation and bargaining power of the both parties. If both the sector satisfy with linkage this can increase profit for everyone.

The tour operator should benchmark their service with the other. The proper utilisation of available resources and making a strategy help in expansion plan and growth of the organisation. A brand image can be made by using the quality in the service elements. The tour operator should attract the customer by making a proper plan regarding internal as well as external policies. Tour operator should make a plan for the future and for a long-term goal. Internal co-ordination within the various

4 / NEERAJ : TOURISM OPERATIONS

sectors can increase the level of satisfaction for the customer. The demand of customer is changing with the time. So, the marketer should adopt a policy to face the change wisely. Some of the element which plays a vital role in designing the tour is:

- Price of the package
- Volume of customer
- Brand image
- Quality of service
- Transport services (air, road)
- Fluctuation in cost
- Technology use.

(a) Price of the Package: The price always plays an important role in designing a tour. They always like to give the right price for the right product, so the tour operator should take a right decision regarding the price of the product. Reducing the price only give you a short- term benefit so to gain the long-term benefit the organisation should adopt a accurate policy for the price. The tour operator should adopt a well design strategy for the customer which depend on these factors:

- Number of tourist
- Purchase pattern
- Channel of distribution
- Foreign regulation
- Other expenses.

Pricing decision plays an important role in growth of the organisation; there is a very tough competition among the organisation. You should know the limit of the price while you are going to design your package. The main aim of each organisation is to make profit so when you are going to design your package pricing will also consider the profit of the organisation.

(b) Volume of the Customer: If we have large number of customers, that will increase per passenger cost. The large number of customers increases the profit of the organisation also. To increase the number of customer company should adopt a very high

quality of advertising. Volume always helps in deciding per passenger cost so for that we should adopt a good strategy and policy.

(c) Branding: Having a branding good has emerged as the most important activity in the area of tourism also. Branding helps in product identification in the competitive world. By the help of branding a firm can develop a new market and can retain old one.

(d) Quality of Service: Quality is the totality of relationships between service providers and the features of retailing which are related to the delivery of satisfaction. Technology is one of the new applications to quality enhancement. Tour operator should develop the quality when they are designing the package. Good quality give you advantage in the competitive market.

(e) Transport Services: Availability of transport also plays an important role in it because without the transport we cannot think about the tour. For that it is required that the tour operator should make a good relation with the service provider. In the peak months most of the seats in the aeroplanes are booked by the tour operators. So, for that we should take the wise decision in time.

(f) Fluctuation in Cost: Many times the tour operator faces different kind of problem like change in the cost of their package. The cost of the package mainly depends on the service involved in it. The cost of these services mainly changes due to the external environment like changes in fuel price, changes in government rules and regulations. But the tour operator sets package price in advance. So for the proper functioning of the tour operator should develop a good relation with the entire service provider.

(g) Technology Used: Technology plays an important role in the growth of any type of business, if we have the direct link with the technology so we can give the best service to our customer and can minimize the processing time. By the help of modern technology we can reserve our seat in the aeroplane