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Duration: 3 hrs

Maximum Marks:100

Q 1. Answer any two of the following out of three questions: (20)

a. **Define Tourism Planning? What are the various approaches in tourism planning.**

Ans- Planning:- Tourism – dynamic, complicated, multifaceted activity, involves different sectors, lack of planning results into unwanted and unexpected impacts.

ii. Importance of Planning – essential for achieving successful tourism development and management; Long term benefits; environmental protection, solutions to social problems, economic benefits

b. **Discuss the functions of tourism organization at different levels.**

Ans- - National Level- NTOs

International level- Global Bodies

State or Regional Level-

c. **Discuss various element of Tourism marketing.**

Ans-Elements of marketing:- Marketing Mix and marketing segmentation

Product concept, production concept, selling concept, marketing concept, societal concept.

Q2. Answer any two of the following out of three questions: (20)

a. **Describe in detail the functions of tour operators.**

Ans-Advisory, Planning, Reservation, Computation, other allied functions Correspondence, Records, Complaint handling, Insurance, Liaison, Foreign Exchange

b. **Write a detailed note on Itinerary making and the various steps involved.**

Ans-: Essentials, Steps and examples

c. **Describe the various elements of customer relationship management.**

Ans- CRM refers to practices, strategies and technologies that companies use to manage and analyse customer interactions and data throughout the customers lifecycle with the objective of improving business relationships with customers.

Need: improves company's image, achieve customer satisfaction, retaining loyal customers and improved communication between organisation and customers.

Importance: maintaining customer relationship, develop strong personal bonds with customers, focused business, tracking customers, grouping customers, acquiring new customers , cost effective

Q3. Answer any two of the following out of three questions: (20)

2

a. Write a note on the initiatives taken by MTDC in promoting tourism in Maharashtra

Ans- Set up under the Companies Act 1956, owned by the Government of Maharashtra. Nodal agency, owns and maintains resorts, reservation centres and information centres.

New initiatives by the MTDC

b. Write a note on the role of World Tourism Organisation (WTO).

Ans- Aims-promotion and development of tourism, interests of the developing and developing world, collaboration.

Membership- full, associate, affiliate

Role-review of tourism trends, clearing house, collective legislative, texts, regulations, organising conventions, vocational training, information sharing

c. Write a note on social responsibility in the tourism sector.

Ans- Transparency and fair policy, quality service, equal treatment to stakeholders, international safety standards, ethical business practices, community development programme, high levels of professionalism, respect local customs, high standards of services and quality and involve all stakeholders in decision making

Q4. Answer any two of the following out of three questions: (20)

a. What are the key strategic highlights of the Maharashtra Tourism Policy 2016?

Ans-Designate tourism as a priority sector

- Sector growth of 10%
- Generate fresh investment up to 30,000 cr
- Create 1 million jobs
- Incentivize tourism units
- Key strategic interventions identified
- Strengthening the tourism infrastructure in the form of PPP model, special tourism infrastructure development fund, CSR etc.

b. Discuss the Maharashtra Tourism Policy 2016 with respect to rural tourism.

Ans-Unique proposition, 55% state area is under rural,

Objectives-Promoting the products of the farms and the economy and generate additional income for the farms, provide rural experience to the urban travellers, allow diversification of income opportunities

Action plan-Set up a government interface, define quality services and standards, diversify a range of products and services, collaborate with the agriculture and tourism industry, infrastructure development, certification and affiliation, single window clearance, dormitory or other accommodation space, etc.

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c. Discuss the role of Public Private Partnerships in tourism

Ans- Public Private Partnerships: PPP Transaction Advisory Cell, functions, essentials, need and examples from the Indian context. It helps-Attract private sector, use private sector expertise, identify projects, exploit untapped resources, project advice, secure finances

Q.5. Write short notes on any two out of three (20)

a. Concept of marketing in tourism

Ans-Product concept, production concept, selling concept, marketing concept, societal concept.

b. SQM (Service Quality Management)

Ans-The process of managing the quality of services delivered to a customer according to his **expectations** is called Service Quality Management.

- Reliability
- Responsiveness
- Assurance
- Empathy

c. PATA.

Ans- Pacific Asia Travel Association-1951, Los Angeles

Objective- to develop promote and facilitate travel to the pacific and south Asian region.

Functions: organises workshops, conferences,promotion of tourism