

Duration: 3 hrs

Maximum Marks:100

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

a. What is tourism planning. Explain the approaches to 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 concept and need for organisation in tourism.

Ans: : i. Strategic management of tourist resources

ii. Human resource management

iii. Organisation of tourist resources

c. Write a note on marketing in tourism.

Elements of marketing:- Marketing Mix and marketing segmentation

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

a. Explain the need and importance of Travel Agency.

Importance of Travel Agency

1. Travel agency enable the traveller to be well equipped with all information prior to his travel
2. Travel agency aids the traveller to get all services and benefits of transport, accommodation, services without much hassle.
3. Travel agencies can help support the traveller in times of crisis while travelling, such as cancellation of flight, natural calamity etc.
4. They can organise foreign exchange for the traveller
5. They can ensure and help in the collection and arrangement of documents for visa and passports
6. Some agencies can help provide discounts in reservations to hotels, rentals etc.
7. They can help in insurance formalities such as medical, baggage etc

:Providing – Transportation, Accommodation, Ancillary Services.

b. What is a passport. What are the different documents needed for a passport in India.

Ans: Passport is an official document issued by a government, certifying the holder's identity and citizenship and entitling them to travel under its protection to and from foreign countries

For fresh passport, normally an applicant is required to submit proof of address, proof of date of birth and documentary proof that the applicant is eligible for Non-ECR category (previously ECNR). Additional documentation is required for specific cases such as adoption,

name change, any particular difference in documents, tatkaal cases etc. For re-issue of passport, an applicant is required to submit old Passport in original with self-attested photocopy of its first two and last two pages, including ECR/Non-ECR page (previously ECNR) and the page of observation (if any), made by Passport Issuing Authority and validity extension page, if any, in respect of short validity passport. Proof of address has to be submitted only if it is different from the old passport.

c. Explain the importance of Service Quality Management in tourism.

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

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

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

Road shows, published in international travel magazines, running non pollution buses, tourist trains, ecotourism, coordination with other state tourism offices in promotion, bed and breakfast, Maha Brahman Scheme and Swatch Bharat Abhiyan.

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

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 ethical concerns of the tourism sector.

Global code of ethics, need to channelize ethical concerns to protect environment, society and eliminate the negative impacts of tourism

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.

- 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.

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.

c. What is Public Private Partnerships? How can it be helpful for the growth of the tourism sector.

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. IMC (Integrated Marketing Communications)

IMC : involves co-ordinating the various promotional elements and other marketing activities that communicate with the customers.

Characteristics of IMC: shifting of marketing strategy from media advertising to other forms of promotion, lower costs and more targeted communication tools –, customer database, targeted customers, greater accountability.

b. CRM (Customer Relationship Management)

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.

c. PATA.

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