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33701

SET 3- ANSWER KEY

SYBA-SEMESTER 4 – TRAVEL AND TOURISM

Ans- 1a: Approaches to tourism planning- Centralised, Spatial, Product-led, Decentralised, Integrated and Participatory approach

b. Need for organisation- People, goals and system are the three elements that need to be focused on in tourism. Research, information and promotion within the country, regularization of standards of lodging and restaurants, publicity overseas, international relations, etc

c. Concept of marketing tourism - Means to identify the consumer groups. The product, production, selling, marketing and societal concept. Characteristics of tourism services- Intangibility, Inseparability, Heterogeneity, Perishability, In elasticity of supply etc.

2a. functions of travel agent- diverse range of services rendered by travel agencies, Transportation (Railways, Road ways, Cruises etc.) ,Accommodation(Hotels, Resorts, Lodges, etc.),Ancillary Services (Car rental, Visa and passport formality, Foreign Exchange) publicity and marketing, arrange tour guides, entertainment programmes, documentation, preparing Itinerary, Changing role and functions in the age of technology and its contribution in giving impetus to tourism.

b. Meaning of passport - official document issued by the government certifying identity and citizenship. Types- Regular, official, diplomatic, ordinary, tatkal.

c. Concept of CRM- art of managing the organisations relationship with customers and prospective clients. features- customer needs, response, satisfaction, loyalty, retention, complaints service.

3a. Describe the new initiatives undertaken by Maharashtra Tourism Development Corporation(MTDC) for development of tourism – road shows in foreign countries -tourist destinations promoted in international media – 2 branches opened – non - pollution buses – tourist train revealing heritage of the state.

b. Functions of Pacific Asia Travel Association (PATA) – organize conference s and workshops – conduct awareness and marketing programmes – research and development publication

c. Role of Corporate Social Responsibility (CSR) in Aviation industry - courses in developing countries – green programme – reduce negative impacts of aviation – contribute to sustainable environmental practices and economic prosperity in the environment where they operate

4a. Institutional and governance mechanism to facilitate tourism in Maharashtra – 3 tier - institutional Governance mechanism, High powered committee, steering committee & a district tourism promotion committee, single window clearance for hospitality industry & line events in Maharashtra. Reduce delays & improve efficiency in processing various application. Faster clearance at release, cutting costs through minimising delays etc.

b. Government Action plan in promoting adventure tourism – spl assistance in administering all adventure related sports activities, monitoring, planning, promoting, training, providing infrastucure, inculcate a spirit of adventure

c. Note on PPP Transaction Advisory Cell – key channel for greater infrastructure, attract pvt sector participation for infrastructure development projects, identify suitable pvt partners for projects in the state.etc

Q5 is subjective in nature. Examiner is to use discretion while assessment.