

Duration: 3 hrs

Maximum Marks:100

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

(20)

- a. Discuss the concept and process of planning in tourism .
- Detailed on ground outline
 - Needed to anticipate and regulate change
 - Focus on generation of income
 - Guided by planned policy

Process- Assessment of tourist demand and supply, establishing objectives, territorial planning, basic infrastructure, financial planning, HR planning, administrative structure, marketing and promotion, monitoring progress.

- b. Explain the need and importance of organising of resources in tourism sector.
Need and importance- diverse segment, generates employment, important sector, interrelated sector, aids in the formulation and promotion of tourism, coordinating activities and handle multi levels.
- c. Describe the elements of tourism marketing.
Product concept, production concept, selling concept, marketing concept, societal concept.

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

(20)

- a. Discuss the functions of a tour operator.
Advisory, Planning, Reservation, Computation, other allied functions
Correspondence, Records, Complaint handling, Insurance, Liaison, Foreign Exchange
- b. Write a note on the steps and challenges of documentation in tourism.
Steps- All documentation procedures for passport and visa, medical clearance, insurance.
Challenges-Tackling multiple problems of documents, Security of collected documents, maintenance, uploading and knowledge of computers, variation in specifications
- c. Discuss the concept of Customer Relationship Management (CRM).

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)

- a. Write a note on MTDC and its role in developing tourism in Maharashtra
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. Discuss the objectives and functions 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
- c. Justify the need for social responsibility in the tourism sector.
Transparent and fair policy, commitment by the providers, improving standards, ethical business practices, starting community development practices, professionalism, improve working conditions for the employees.

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

- a. What is Maharashtra Tourism Policy 2016? State its objectives and targets.
Vision: To develop Maharashtra as a popular and sustainable tourist destination.....Numero Uno tourist destination.
Mission: develop tourism infrastructure, facilitate investments, promote private investments.
Objectives: projects through PPP mode, investment outreach, infrastructure, marketing and promotions, and sustainable development.
- b. Discuss the Maharashtra Tourism Policy 2016 with respect to adventure tourism.
 - Objectives-
 - Action plan-registration of all individuals and organisations, maintenance of the sport, creation of training institutes, creation of mechanism for interaction with all states and creation of an expert panel.
- c. Explain the importance of Public Private Partnership in the growth of tourism sector.

Attract investment, operational expertise, provide advice in marketing and promotion, assist, financial aid, valuation and business modelling,

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

- a. Need of Planning in tourism
Ans: i. Need : Tourism – dynamic, complicated, multifaceted activity, involves different sectors, lack of planning results into unwanted and unexpected impacts.
- b. Travel Agency.

Providing – Transportation, Accommodation, Ancillary Services.

c. IATA

Functions and role related to : airline activity and formulate industry policy and standards, air safety, security, simplifying business, environment commitment, understanding of the air transport industry, developing global commercial standards, air-fare construction rules.