

TOURISM DEVELOPMENT



Brand: Mehta Solutions

Product Code: case980

Weight: 0.00kg

Price: Rs500

Short Description

TOURISM DEVELOPMENT case study

Description

Q1. _____ are those factors that create a person's desire to travel.

- 1. Travel motivation**
- 2. Early influences**
- 3. Tour operator**
- 4. None**

Q2. This is the modern Western style hotels seen in almost all metropolitan & other large cities as well as principal tourist centres.

- 1. Resort hotels**

2. **Commercial hotel**
3. **International hotels**
4. **Residential hotels**

Q3. The companies practicing this concept think in terms of the benefits they are selling rather than the products.

1. **Integrated marketing**
2. **Customer orientation**
3. **Dual-core marketing job**
4. **None**

Q4. This segment comprises visits to relatives & friends & visits for the purpose of education, pilgrimages etc.

1. **The common-interest tourist**
2. **The vacation tourist**
3. **The business tourist**
4. **Tourist market**

Q5. The research which includes the collection & analysis of all available data, statistics & published information on tourist trends and markets.

1. **Desk research**
2. **Field research**
3. **Sample surveys**
4. **Motivation research**

Q6. _____ is a pamphlet bound in the form of a booklet.

- 1. Special offers**
- 2. Display material**
- 3. Sales letter**
- 4. Brochure**

Q7. This part of NTO will be concerned with all those elements and activities which make up the tourism product.

- 1. The administration**

b .The production

- 1. The marketing**
- 2. Financing**

Q8. When people travel outside their normal domicile to certain other areas within the country is known as

- 1. Domestic tourism**
- 2. International tourism**
- 3. Foreign tourism**
- 4. None**

Q9. This is the division or categorization of land permitting only certain kinds of use on it.

1. **Creation of “honey pots”.**
2. **Dispersion policy**
3. **Zoning**
4. **Encouragement of green policies**

Q10. PATA stands for_____.

Part Two :

Q1. Write a short note on Travel Agent Association of India (TAAI).

Q2. What are the different categories of Travel Motivators?

Q3. Define the Measurement of Tourism?

Q4. Explain the functioning of WTO.

Q5. What are some tactics and strategies that need to be used to make this a workable situation for the development and private enterprise?

Q6. Who might the partners be in this type of situation?

Q7. How will the message of environmental ethics be promoted?

Q8. Where will the information distribution centers be established?

Q9. To whom should the restaurateur go for help in gathering possible solutions to the lopsided workload situation?

Q10. What are some possible options for shifting some of the workload from the first cook to the other two cooks?

Q11. How should Jordan tourism products be packaged?

Q12. How does Jordan's location in the middle of the world events and fighting impact its tourism products?

Q13. How will the issue of enhanced tourism be promoted to the population as well as to potential tourists?

Q14. How will infrastructure issues be addressed (water, waste, security, transportation) to make a trip to Jordan achievable?

Q15. Define Hotel and explain the different types of Hotels.

Q16. Discuss the Marketing concept? Define the special features of Tourism Marketing and also explain the Tourist Marketing Mix?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers

