Discuss

3. Establish the need of customer information database in tourism.

2. Explain the industry. Is the customer service directly related to place, industry. Explain the characteristics of tourism as a service industry.

1. Identify the target customers. What is CRM? Any why it is important in tourism?

Questions:

What are the scopes for the market?

What are the promotional methods can be adopted to sell developed products?

PART A — (5 × 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

MANAGEMENT

CUSTOMER RELATIONSHIP AND SERVICES

Tourism

Fourth Semester

M.B.A. Degree Examination June 2014.
6. Explain the key for good customer service.

7. What is service design? Explain the characteristics of service design.

8. Define market basket analysis. Explain its limitations in tourism industry.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the criteria that customer rely on while evaluating the service quality.

10. What is service gap? Explain the various types of service gap.

11. Explain the various methods to measure the service quality.


13. Explain various technologies used in tourism industry.

14. What is service encounter? Explain the methods to manage service encounter.

15. Write short notes on data warehousing and discuss about the need of data warehousing in tourism industry.

16. Explain about click stream analysis in detail.

PART C — (1 × 20 = 20 marks)
Compulsory.

17. Case study.

Loddon Shire Council, about an hour from Bendigo in Victoria’s north-west, is not a mainstream tourism area, but the stories, the characters and the enterprise in some of the towns is the stuff that many city people love to hear. The small towns of Wedderburn, Inglewood Tarnagulla and Bridgewater have a gold heritage, while Pyramid Hill and Boort have grown-up on the prosperity that irrigation brought to rural Australia. There’s also a significant indigenous heritage. Former tourism operator, Robyn Vella, began Loddon Valley Tours several years ago as a way to attract greater visitation to her family’s Eucalyptus distillery in Wedderburn. She soon found that her groups were as much interested in the lifestyle of the local area as they were in gold and heritage. For urban-based people it was often their first real contact with small rural communities and they were fascinated to learn how the locals lived, worked and coped with trauma such as prolonged drought. The simple tourism based tours grew into over-night visits, which included extended drives through the farming district. Guests arrange their own charter bus and stay at the town’s only motel. With almost no marketing budget to spread the word, Robyn uses her best assets to promote the tours – her personality and unbounded enthusiasm. She regularly visits Melbourne’s Probus clubs to