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**UNIVERSITY OF PETROLEUM  
AND ENERGY STUDIES**



**End Semester Examination, April 2017**

**Program/course: MBA IFM**

**Subject: Sector Study-4 (Telecom, Tourism & other Soft Infra)**

**Code : MDSI884**

**No. of page/s: 4**

**Semester – IV**

**Max. Marks : 100**

**Duration : 3 Hrs**

**Section A**

**(1x20= 20 marks)**

1. Take a city of your choice and develop a plan that how can you increase a stay of tourist from 2.5 days to 4 days. Explain clearly.

**Section-B**

**(5x4=20 marks)**

1. Service and Tourism go hand in hand. Why?
2. Critically evaluate challenges and opportunities for Tourism industry.
3. How can we develop attraction and entertainment oriented Tourism?
4. Explain environmental impact on tourism.

**Section- C ( Answer any 3 Questions)**

1. Discuss about geopolitical implications on tourism management in India. **(10)**
2. Evaluate service quality model for a tourism industry with help of service encounter diagram. **(10)**
3. Critically evaluate the objectives of NTP-2012. (10)\
4. Differentiate between mass tourism and eco-tourism. (10)

**Section-D**

**Botswana: National Eco-Tourism Strategy (NES)**

Throughout the 1990s, Botswana's tourism industry adopted a "high value-low volume" approach to lessen the negative impact of tourism on its environment. This policy resulted in the region developing only a few major tourist attractions, like the Okavango Delta. Most of the tourism revenue was siphoned off in payments to external agents and absorbed in import leakage, leaving few financial benefits for the

Botswana economy. In 2001, the Government of Botswana recognized that its tourism industry was dependent upon its abundant wildlife. To diversify, it decided to open up areas less known, such as the parks in the centre and south of the country, and add new products like cultural, historical, and archaeological attractions. The challenge was to diversify in a manner that protected the environment, provided local multiplier effects, and decreased leakage. Botswana chose to develop a National Eco-Tourism Strategy (NES) with the help of a number of different stakeholders, namely, the Department of Tourism under the Ministry of Environment, Wildlife and Tourism, the European Union, Botswana Tourism Board, and the Regional Tourism Organization of Southern Africa (RETOSA). The NES emphasised community development through tourism by stressing that host communities needed to be actively involved so that the people of Botswana had a voice in managing their country's valuable resources responsibly. New products developed in the community had to meet the social, cultural, economic, and environmental needs of its people by:

- Minimising negative social, cultural, and environmental impacts.
- Maximising the involvement in, and the equitable distribution of economic benefits to, host communities, and citizen entrepreneurs.
- Maximising the revenues for re-investment in conservation.
- Educating both visitors and local people as to the importance of conserving natural and cultural resources.
- Delivering a quality experience for tourists.

Every stakeholder featured these five points in their promotional materials so that all tourism development, planning, and management promoted and rewarded the use of eco-tourism best practices. With these yardsticks in place, the NES educates both visitors and local communities about the importance of conserving natural and cultural resources. As most new developments will take place in remote areas, the NES should benefit local communities by creating employment and income. This in turn should stem the socioeconomic disparities among the country's different areas. There should be an increase in the percentage of senior positions in tourism businesses held by Botswana employees, and an increase in the number of citizen-owned and operated tourism businesses. Since implementing Botswana's NES, further construction of tourist accommodation (including five star hotels and resorts), airfields, and road infrastructure has grown hand in hand with an annual increase in selected wildlife species. The number of visitor arrivals, available beds in hotel rooms, and the occupancy rate has increased; and the total fees generated from parks and game reserves rose from US\$10.8 million in 1998 to US\$21.1 million in 2000. By 2001, tourism was the second largest contributor to total GNP. The NES has also led to the growth of Community Based Tourism (CBT) ventures. CBT are community-owned projects, or joint ventures with the private sector based on equitable community participation. These projects use only natural resources in a sustainable manner to improve the community's standard of living in an economic or viable way. To

date, there are over 50 community-based organizations in Botswana at various stages of development. For example, in western Botswana the revenue from a growing number of international visitors buying Bushmen handicrafts and culture (i.e., traditional dancing, story telling, and guided hunting and gathering trips) is flowing directly back to the participants and producers in the community. Craft production is an important source of income for women in remote areas of Botswana, and increased bigger demand for their products has encouraged these artists to produce more. To ensure quality service, Department of Tourism officials inspect the premises of tourism operations prior to granting and renewing licenses in order to ensure that standards are met. Failing inspection, a license is withheld to give the proprietor time to rectify the situation or else the license is revoked. Botswana tourism standards have been developed through the Botswana Bureau of Standards (BOBS) and the Department of Tourism for hotels and accommodations.

### **Bulgaria: National Tourist Council**

Bulgaria established the National Tourist Council (NTC) in 1997 as a consultative body to assist the government implement its national policy for tourism. Chaired by the Ministry of Economy, the NTC representatives are from central administration, state commissions, agencies dealing with tourism, tourism associations, and chambers of commerce. NTC's functions include:

- Presenting the annual state budget to the Minister of Economy.
- Adopting a national tourism advertising program before submitting it to the Minister of Economy for approval.
- Overseeing the implementation of the national tourism advertising programme.
- Submitting an annual report to the Executive Director of the Executive Agency for National Tourist Advertising and Information for approval.
- Submitting concepts and programmes for tourism development.
- Delivering its opinion on draft normative acts and making proposals for their amendment, supplementation, or repeal.
- Discussing issues related to the construction and maintenance of tourist infrastructure and attracting foreign investments.
- Coordinating and assisting in the implementation of national and regional projects.

The NTC is an excellent example of a functioning public-private partnership, representing with both the public and private interests of Bulgaria's tourism industry. For the Council to pass a decision there must be a majority of more than half of its members. The Chairman of the Council may form working groups when an issue or problem connected with the development of tourism, requires further research. Working groups are made up of experts, specialists from administrations, and representatives of tourism associations and unions to give statements and make evaluations of tourism-related activities. The administrative activities, organization and financing are provided by the Ministry of Economy. In 2003, for example, the National Tourism Council accomplished the following:

- Adopted a national tourist advertisement programme for 2003.
- Extended the national strategy to develop tourism in Bulgaria till 2007.
- Elected a Managing Director of the National Tourism Promotion and Information Agency.
- Discussed the visa regime for 2003.
- Reported on the readiness of Bulgarian air-carriers to implement charter programmes for the 2003 summer season.
- Approved a draft strategy to develop Bulgaria's eco-tourism industry, based on the results from the active tourist season "Summer 2003."

**Critically evaluate both the countries tourism strategy and can it be applied in India. (30)**