

### ASSESSMENT # 9

Total Marks: 30

1. Give short answers to the following questions: (21)
  - i. Discuss the concept of Quality Management.
  - ii. Explain the term 'service gap.'
  - iii. What are the challenges faced by quality management in the tourism industry?
  - iv. Explain the important points that managers must remember when developing strategies for quality management.
  - v. What are the reasons that may lead to a service gap or poor service quality in the tourism industry?
  - vi. What is a gap model of service quality?
  - vii. How is customer care different from caring for customers in the tourism field?
  
2. Make a sample quality management plan for a tourism management organization. (9)