

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)