ABSTRACT:

In this study the role and importance of administrative system in attract of tourist according with services quality and price level in Pune city is evaluated. There are three main hypotheses: (i) Administrative system of tourism companies have a definite impact on the quality of services offered by the company. (ii) The services qualitative dimension of tourism is influence by the administrative system. (iii) There is a significant relationship between the price level and the tourist’s satisfaction.

The main data collection instrument for this study is questionnaire. There are three hypotheses, so the researcher designed three separate questionnaires after reviewing the relevant literature. The first questionnaire consisted of 21 questions, which were carefully designed to collect relevant data (these questions consist the effect of administrative system of MTDC and TAAI on provided services quality by hotels and tourist agencies). The second questionnaire consisted of 21 questions, which were carefully designed to collect relevant data (theses questions consist the effect of administrative system of tourism agencies and hotels on services qualitative dimension of tourism). The third questionnaire consisted of 17 questions, which were carefully designed to collect relevant data (theses questions consist the relationship between price level and tourist satisfaction).

The questioner responders are 150 tourists and 150 top and middle managers of hotels and travel agencies.

The researcher has selected a period of 5 years: from 2002-2003 to 2007-2008.
The researcher used chi square and T-test statistics for hypotheses test. The results of empirical tests are consistent with these hypotheses.

**Key words:** administrative system, price level, promotion, domestic tourism, international tourism, Tourism Company, MTDC and TAAI.