Tourism Customer Survey

1. Name: ___________________________ Tel No. ___________________________ Age ___________________________

2. Sex: - Male ☐ Female ☐

3. Marital Status: - Married ☐ Single ☐ Divorced ☐ Widow/er ☐

4. Occupation: - Employed ☐ Self Employed ☐ Retired ☐

5. Income per Annum: - Up to Rs 200,000 ☐ Rs200,000-300,000 ☐ Rs 300,000-500,000 ☐ above Rs 500,000 ☐

6. With whom do you like to spend your tour vacations?
   Spouse ☐ Family ☐ Friends ☐ Business Associates ☐ Others ☐

7. On an average how much do you spend on a holiday outing?
   Rs10000 to 20000 ☐ Rs20000 to 30000 ☐ Rs30000 to 50000 ☐
   Rs50000 to 100000 ☐ above Rs 100000 ☐

8. Where do you like to go on holidays?
   Hill stations ☐ Religious Places ☐ Beaches ☐
   Wild Life Sanctuaries ☐ Holiday Resorts ☐ others ☐

9. What is the preferable mode of travel?
   Airlines ☐ Railway ☐ Own conveyance ☐ Taxi Services ☐

10. What are hurdles faced by Indian Tourism? (Choose more than one if necessary)
    Poor Service Quality ☐ Lack of Social Concern ☐ Terrorism ☐
    Local communities Outlook ☐ Lack of connecting Airports ☐
    Poor Infrastructural facilities ☐

11. From where do you get the information about tours? (You can choose more than one)
Friends □ Internet □ Brochures □ Magazines □
Newspapers □ Hoardings □ Television Advertisements □

12. How frequently do you go on Holidays trips?
   Once every six months □ once in a year □ Once in two years □

13. What is your primary reason of travel?
   Pleasure □ Be in a Group □ Be with family □
   Be with friends □ Adventure □ Sight Seeing □
   Religious Pilgrimages □ Shopping □

14. Which type of Tour do you prefer?
   Package tours □ Conducted Tours □ Specially Designed Tours □

15. Which places have you travelled to?
   In India _____________________________________________________
   Abroad ______________________________________________________

16. What is important to you in a tour?
   Sight Seeing □ Accommodation □ Transportation □
   Entertainment (local arts, dances etc) □ Good Guide □ Food □

17. What is the primary deciding factor in making your choice of a Tour?
   The Tour Cost □ the Destination □ The Suitability of Tour Dates □
   The Shopping □ the Sight Seeing □

18. What new areas do you want to explore in Tourism -

19. What other services could the Tourism companies provide? Tour Equipments, Woolens, Guide Books etc)

20. Any suggestions –
A Study of Tourism Companies in Pune City

1) Name of the Company:

__________________________________________________

2) Company Address:

___________________________________________________

3) Phone Number_______________

4) Name of the Respondent:

___________________________________________________

5) Designation:

___________________________________________________

6) How many years has your organization been in business?
   • Less than 1 year
   • 1 – 5 years
   • 5 – 10 years
   • More than 10 years

7) How many different key segments (leisure, corporate, adventure, religion etc.) does your organization market to? (Tick all the options that are applicable)
   • Leisure
   • Corporate / MICE
   • Religious
   • Educational
   • Other
8) Does your organization engage in market research to study customer needs and wants?
   • Yes, occasionally
   • Yes, monthly,
   • Yes, annually
   • No
9) Does your organization have a website?
   • Yes
   • No
   • Under Process
10) If yes then how often is this website updated?
    • Daily
    • Weekly
    • Monthly
    • Every six months or more
11) Does your Organization keep customer profiles?
    • Yes
    • No
    • Occasionally
    • For Special Tours only.
12) Does your Company offer printed marketing material (brochures, pamphlets, itineraries, maps etc.?)
    • Yes
    • No
    • For Special Tours only
13) What Tourism related events does the Company participate in?

- Trade Fairs
- Exhibitions
- Tourism Events

14) Which of the following media does the Company use for advertising and promotion? (Tick all the options that are applicable).

- Television
- Radio
- Newspapers
- Magazines
- Direct Mail
- Internet
- Other

15) Does your organization evaluate the effectiveness of advertising and promotion plans?

- Always
- Sometimes
- Rarely
- Never

16) Does your organization have a marketing plan?

- Yes
- No

17) How often is the marketing plan updated?

- Annually
• Every 3 years
• Every 5 years

18) Are all of your employees aware of the strategies of the marketing plan?
• Yes
• No
• Only Manager and above

19) How often does your organization provide educational programs to the public, private, and nonprofit sector of the market to reinforce the image of tourism destination?
• Always
• Almost Always
• Sometimes
• Never or Rarely

20) Does your organization survey customers about their opinion of the organization’s marketing efforts?
• Yes
• No
• Sometimes

21) Does your organization conduct marketing activities both in the peak season and the off season period?
• Peak Season only
• Off Season only
• Both Peak and Off Seasons

22) Does your organization maintain an inventory of attractions, events, restaurants, resorts and the like in the service area?
• Yes
• No
• Only in our Tour Areas

23) How often is this inventory updated?
• Always
• Almost Always
• Sometimes
• Never or Rarely

24) How often is the target customer expectations studied / surveyed?
• Always
• Almost Always
• Sometimes
• Never or Rarely

25) Do you have different marketing strategies for different market segments?
• Yes
• No
• Sometimes

26) How effective is web based tourism marketing?
• Very Effective
• Effective
• Not Effective

27) Does your Company have a separate marketing department?
• Yes
• No
• Under Process

28) Does your print media budget exceed other forms of advertising?
  • Yes
  • No

29) What do you think will be the next big thing in the tourism Marketingmethods?

30) What is your Company Slogan?
________________________
________________________
________________________
Top Management Executives Questionnaire

Name:

Company Name:

Company Address:

Q1. Do you use print media services for marketing of your travel and tour company?
   a) Yes
   b) No

Q2. Are all of your employees aware of the strategies of the marketing plan?
   a) Yes
   b) No

Q3. Tourism has seen a striking growth in the past 10 years. Has it been because of the marketing methods used by tourism companies?
   a) Yes
   b) No

Q4. What new tourism marketing methods have you introduced?

_________________________________________________________________________

Q5. Which of the marketing methods used by you is the most effective?

_________________________________________________________________________

Q6. Do you think email tourism marketing has a broad mass appeal?
Q7. What do you think will be the next big thing in the tourism marketing methods?

Q8. Does your organization provide educational programs to the public to reinforce the image of your Tours?
   a) Yes
   b) No

Q9. Do you think print media is important in tourism marketing?

Q10. What are the grounds on which Government and Travel Agencies can come together to promote tourism?

Q11. Is there any legislation to regulate Tourism in India? Is it effective?

Q12. Are you a member of a Travel Association? If yes, which?

Q13. What is your planned annual advertising budget?

Q14. What is the number of tourism customers you serve in a year?

Q15. Does your organization survey customers about their opinions of the organization’s marketing efforts?

Q16. What is the present Tourism scenario in Pune city?
Tourism Expert Discussion Questions

1. What is the present state of Tourism in your segment of Tourism?

2. What future trends do you visualize in the tourism sector?

3. What do you think will be the next big thing in tourism marketing methods?
Tourism Company Managers Survey

Name:

Company Name:

Company Address:

Q1. Which Tourism segments does your Company target?
   - Family Groups □
   - MICE □
   - Young Professionals □
   - Senior Citizens □
   - Students □

Q2. Which channels do you use for marketing?
   - Brochures □
   - Magazines □
   - Newspapers □
   - Hoardings □
   - Television Advertisements □

Q3. Which of the marketing methods used by you is the most effective?
   - Brochures □
   - Magazines □
   - Newspapers □
   - Hoardings □
   - Television Advertisements □
   - Word of Mouth □

Q4. What is your annual advertising budget?
   - Upto Rs 25000 □
   - 25000 to 50000 □
   - 50000 to 1Lac □
   - 1Lac to 2lacs □
   - More than 2 Lakhs □
Q5 What is the number of tourism customers you serve per year?
50 to 100 ☐. 100- 150 ☐. 150 -200 ☐. 200- 250 ☐. more than 250 ☐

Q6 What is the percentage of repeat customers?
1.% ☐ 5% ☐. 10% ☐. 15% ☐. 20 % ☐

Q7 Do you use web based marketing? Yes ☐ No ☐

Q8 What are customers looking for in a Tour?
Pleasure ☐ Be in a Group ☐ Be with family ☐ Be with friends ☐ Adventure ☐ Sight Seeing ☐

Q9 . Do you use print media services for marketing of your travel andtour company?
Yes ☐ No ☐

Q10 What is the present Tourism scenario in Pune city?
Travel Agents Association of Pune

Chapter Chairman Mr. Deepak Pujari Vihar Travels

Chapter Secretary Mr. Nitin Dikshit Punyanagari Travels

Treasurer Mr. Jeevan Hendre Lifeline Tours & Travels

Director Mr. Promod Shve de Saidatta Tourism

Director Mr. Santosh Khawale Surabhi Travels

Director Mr. Hemant Pai Vayudoot Overseas

Director Mr. Shripad Deshpande Kshitij Holidays
# TAAP Members List

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<th>Company</th>
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<td>Mr. Nitin Dikshit</td>
<td>PUNYANAGARI TRAVELS</td>
</tr>
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<td>2</td>
<td>Mr. Santosh Khawale</td>
<td>SURABHI TRAVEL CONSULTACY &amp; SERVICES</td>
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<td>3</td>
<td>Mr. Pramod R. Shevde</td>
<td>SAIDATTA TOURISM</td>
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<td>4</td>
<td>Mr. Shripad Narayan deshpande</td>
<td>KSHITIJ HOLIDAYS</td>
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<td>Mr. Vishwas Gajanan Kelkar</td>
<td>SIMAS TRAVELS</td>
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<td>Mr. Sachin Suresh Shirodkar</td>
<td>SWADES HOLIDAYS GUIDE</td>
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<td>Mr. Deepak Pujari</td>
<td>VIHAR TRAVELS</td>
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<td>BORGAO N KAR TRAVELS</td>
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<td>LIFE LINE TOURS &amp; TRAVELS (P) LTD.</td>
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<td>Mr. Shalak N Shah</td>
<td>SAMSUN TOURS PVT. LTD.</td>
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<td>Mr. Hemant Patil</td>
<td>VAYUDOOT HOLIDAYS (P) LTD.</td>
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<td>Mr. Sanjay Agarwal</td>
<td>TRAVEL INDIA CLUB</td>
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<td>Mr. Arun Kharat</td>
<td>WINGS TRAVELS AND MANAGEMENT (INDIA) PVT. LTD.</td>
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<td>Mr. Mangesh Rajaram Kapote</td>
<td>HERAMB TRAVELS</td>
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<td>SANDI’S TOURS &amp; TRAVELS PVT. LTD.</td>
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<td>MANGO HOLIDAY</td>
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<td>46. Mrs. Dhanashree Sarang Bhide</td>
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Expert Group

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<td>Prasanna Patwardhan</td>
<td>Prasanna Holidays</td>
<td>Director</td>
<td>Leisure Tourism</td>
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<td>Hemant Pai</td>
<td>Vayudoot Tours</td>
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<td>B. G. Travels</td>
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<td>Ninad Bedekar</td>
<td>Consultant</td>
<td>Consultant</td>
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<td>6</td>
<td>Abhay Ghanekar</td>
<td>Foliage Outdoors</td>
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<td>Wildlife and Eco Tourism</td>
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Discover the world...
Discover yourself...
Domestic Group Tours

Himalayan Splendor (Bhilwara-Kota-Mandal)
8 Days - 7 Nights
Delhi-Sirmour-Mandla-Chhindgarh

Paradise Kashmir
9 Days - 6 Nights
Jammu-Srinagar-Gulmarg
Sonmarg-Pahalgam-Katra

Eastern Fantasy
11 Days - 10 Nights
Kolkata-Darjeeling-Gangtok

God's Own Country
8 Days - 8 Nights
Kanyakumari-Thiruvananthapuram-Thiruvananthapuram

Uttaranchal - City of Lakes
9 Days - 8 Nights
Delhi-Mussoorie-Corbett-Nainital

Amaranth
6 Days - 5 Nights
Jammu-Srinagar-Badal

Chardham
10 Days - 14 Nights
Delhi-Haridwar-Badrinath-Kedarnath
Badrinath-Srinagar-Gangotri-Yamunotri

De Dham
11 Days - 10 Nights
Delhi-Haridwar-Kedarnath-Badrinath

Hyderabad
5 Days - 4 Nights
Hyderabad-Shirshakam

International Group Tours

Europe
14 Days - 13 Nights
London-Paris-Brussels-Amsterdam
Switzerland-Venice

South Africa
9 Days - 8 Nights
Cape Town-City of Gold-Cape-Horn-Bay-Sun City
Simon's Town/Koutzbour/Monte-Casino-Johannesburg

Thailand, Singapore & Malaysia
10 Days - 9 Nights
Singapore-Kuala Lumpur
Pattaya-Pattaya-Bangkok

Hong Kong

Amazing Australia
12 Days - 11 Nights
Brisbane-Cobram-Melbourne
Canberra-Sydney

Golden Dubai

Hong Kong - 9 Days-8 Nights
Hong Kong/Macau/Shenzhen

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Domestic Flexi Tours

- **Kerala**
  - Green Magic - 07 Days - 06 Nights
  - Cochin-Munnar-Thekkady-Kumarakom
  - God's Own Country - 07 Days - 06 Nights
  - Cochin-Munnar-Thekkady-Kumarakom-Kollam

- **Uttaranchal Pradesh**
  - Traversing Uttarakhand - 07 Days - 06 Nights
  - Corbett-Rishikesh-Kausani-Almora-Nainital
  - Exchanging Uttarakhand - 07 Days - 04 Nights
  - Mussorie-Haridwar-Corbett-Nainital

- **Himalay**
  - Mountain Mirth - 07 Days - 06 Nights
  - Shimla - Kulu - Manali - Chandigarh
  - Himachal Panorama - 07 Days - 06 Nights
  - Chandigarh - Dharamshala - Dalhousie

- **Nepal**
  - Himalayan Kingdom - 07 Days - 06 Nights
  - Kathmandu-Chitwan-Pokhara-Kathmandu Short Tour - 05 Days - 04 Nights
  - Kathmandu-Pokhara

- **Andaman**
  - Andaman - 05 Days - 04 Nights
  - Port Blair-Havelock Island-Rose Island Viper Island-Bay Island

Other Attractive Tours Available Too!

International Flexi Tours

- **Thailand**
  - 5 Days - 4 Nights
  - 2 nights BKK + 2 nights Pattaya

- **Malaysia**
  - 5 Days - 4 Nights
  - 2 nights Kuala Lumpur + 2 nights Genting
  - 7 Days - 6 Nights
  - 02 nights Langkawi + 02 nights Kuala Lumpur + 02 nights Genting

- **Hong Kong & Macau**
  - 02 Nights Hong Kong
  - Free & Easy Package
  - 05 Days - 04 Nights
  - 02 Nights Hong Kong + 02 Nights Macau

- **Egypt**
  - 06 Days - 05 Nights
  - 02 Nights Cairo + 03 Nights Clouse
  - 03 Nights Cairo
  - Cairo City Tour & Pyramids

- **Kenya**
  - 08 Days - 07 Nights
  - Maasai Mara Game Reserve
  - Lake Nakuru, Baboon Cliff, Sweeney Camp
  - 06 Days - 05 Nights
  - Ngorongoro Amboseli National Park, Tsavo National Park, Mombasa

- **Indonesia**
  - 4 Days - 03 Nights
  - Bali Despsear Tour

- **Mauritius**
  - 5 Days - 4 Nights
  - 7 Days - 6 Nights
  - 4 Days - 3 Nights

- **Dubai**
  - 4 Days - 3 Nights

- **Singapore**
  - 4 Days - 3 Nights

- **Maldives**
  - Various options available for 3 Nights to 10 Nights

Other Attractive Tours Available Too!
TOURISM CUSTOMER SURVEY

1. Name: Mr. Keyur Racherkar
   Tel. No. 884008121 Age 35

2. Sex: Male [ ] Female [ ]

3. Marital Status: Married [ ] Divorced [ ]

4. Occupation: Employed [ ] Self Employed [ ] Retired [ ]

5. Income per Annum: Up to Rs. 2,00,000 [ ] Rs. 2,00,000 - 3,00,000 [ ]
   Rs. 3,00,000 - 5,00,000 [ ] above Rs. 5,00,000 [ ]

6. With whom do you like to spend your tour vacations?
   Spouse [ ] Family [ ] Friends [ ] Business Associates [ ] Others [ ]

7. On an average how much do you spend on a holiday outing?
   Rs. 10,000 to 20,000 [ ] Rs. 20,000 to 30,000 [ ] Rs. 30,000 to 50,000 [ ]
   Rs. 50,000 to 1,00,000 [ ] above Rs. 1,00,000 [ ]

8. Where do you like to go on holidays?
   Hill stations [ ] Religious Places [ ] Beaches [ ]
   Wild Life Sanctuaries [ ] Holiday Resorts [ ] Others [ ]

9. What is the preferable mode of travel?
   Airlines [ ] Railway [ ] Own conveyance [ ] Taxi Services [ ]

10. What are hurdles faced by Indian Tourism? (Choose more than one if necessary)
    Poor Service Quality [ ] Lack of Social Concern [ ] Terrorism [ ]
    Local communities Outlook [ ] Lack of connecting Airports [ ] Poor Infrastructural facilities [ ]

11. From where do you get the information about tours? (You can choose more than one)
    Friends [ ] Internet [ ] Brochures [ ] Magazines [ ]
    Newspapers [ ] Hoardings [ ] Television Advertisements [ ]
1) Name of the Company: Go Holidays Leisures Pvt. Ltd.
2) Company Address: 1st Floor, Satish Tower, 320 Narayan Peth, Laxmi Road, Pune-41
3) Phone Number: 02024462222
4) Name of the Respondent: Mr. Makarand Angal
5) Designation: Owner

6) How many years has your organization been in business?
   - Less than 1 year
   - 1 - 5 years
   - 5 - 10 years [ ]
   - More than 10 years

7) How many different key segments (leisure, corporate, adventure, religion etc) does your organization market to? (Tick all the options that are applicable)
   - Leisure
   - Corporate / MICE
   - Religious
Top Management Interview Questions

Name: Mr. Heawnt Pai
Company Name: Vayudoot Travels\(\text{Holidays}\) (P) Ltd.

Company Address: 

Q1. What is the present Tourism scenario in Pune city? Many companies may answer with the competition being stiff.
Q2. What Tourist segments does your Company target?
   Family Groups
Q3. Which channels do you use for marketing?
   Print media — the most effective, Radio
Q4. Do you use print media services for marketing of your travel and tour company?
   a) Yes √
   b) No
Q5. Are all of your employees aware of the strategies of the marketing plan?
   a) Yes √
   b) No
Q6. Tourism has been a striking growth in the past 10 years. Has it been because of the marketing methods used by tourism companies?
   a) Yes √
   b) No
Q7. What new tourism marketing methods have you introduced?
   [Company Contacts so we get a ready-made group.]
Q8. Which of the marketing methods used by you is the most effective?
   Print = 85% of our advertising is print media
Q9. Do you think email tourism marketing has a broad mass appeal?
   NO. Not in Pune in the near future.
Tourism Company Managers Survey

Name: Nikesh Bhanushali

Company Name: Dream Tour & Travel (P) Ltd.
Company Address: Shop No. 15, 215 Sadashiv Peth, Pune - 30

Q1. What is the present Tourism scenario in Pune city?
   Tourism companies are adding new tours, discount schemes becoming competitive in Pune

Q2. Which Tourism segments does your Company target?
   - Family Groups
   - MICE
   - Young Professionals
   - Senior Citizens
   - Students

Q3. Which channels do you use for marketing?
   - Brochures
   - Magazines
   - Newspapers
   - Hoardings
   - Television Advertisements

Q4. Do you use print media services for marketing of your travel and tour company?
   - Yes
   - No

Q5. Which of the marketing methods used by you is the most effective?
   - Brochures
   - Magazines
   - Newspapers
   - Hoardings
   - Television Advertisements
   - Word of Mouth

6. What is your annual advertising budget?
   - Upto Rs 25000
   - 25000 to 50000
   - 50000 to 1Lac
   - 1Lac to 2Lacs
   - More than 2 Lacs

7. What is the number of tourism customers you serve per year?
   - 50 to 100
   - 100-150
   - 150-200
   - 200-250
   - More than 250

8. What is the percentage of repeat customers?
   - 10%
   - 15%
   - 20%

9. Do you use web based marketing?
   - Yes
   - No

10. What are customers looking for in a Tour?
    - Pleasure
    - Be in a Group
    - Be with family
    - Be with friends
    - Adventure
    - Sight Seeing