

## Correction of the Exam

### Management of tourism companies and travel agencies

#### Part 01: (12pts)

I-Put true or false. Correct the wrong ones: **06pts**

1-Management of tourism companies concerns only the management aspect of the company. **False**

**It concerns marketing, finance, human resources and all topics related to tourism. 2pts**

2- Accessibility means living arrangements in the form of hotels, resorts, cabins, homestays, etc. **False**

**Accessibility means Transportation and travel arrangements like aeroplanes, cars, trains, etc. 2pts**

3- Organized trips allow people to know more about their environment, natural conditions, etc. **True 1pt**

4-Galileo, Sabre, and Amadeus are global distribution systems. **True 1pt**

II-Fill in the gaps: **06pts**

1/- **03pts**

	Tourism office	Travel agency
Nature	<b>State organization 0,5pt</b>	<b>Private organization 0,5pt</b>
Free/ paid service	<b>Free service 0,5pt</b>	<b>Paid service 0,5pt</b>
Objective	<b>Promotion of national tourism 0,5pt</b>	<b>Profitability 0,5pt</b>

2/- **03pts**

Methods	Advantages	Disadvantages
Cost-based pricing	<b>Financial security 0,5pt</b>	<b>Not flexible 0,5pt</b>
Dynamic pricing	<b>Revenue optimization, fast adaptation 0,5pt</b>	<b>Complex 0,5pt</b>
Premium pricing	<b>Brand enhancement 0,5pt</b>	<b>Few customers 0,5pt</b>

#### Part 02: Case study (07pts)

Riservili.com is an online travel agency belonging to CITRINE voyages, an Algerian travel and events agency. It offers access to more than 600,000 hotels across the globe, through its website and mobile application. The platform gives the possibility to create personalized itineraries for air travel, from home.

Several trips are organized to Istanbul, Dubai, Antalya, Egypt, Tunisia, Thailand, Malaysia, Indonesia, Maldives and Zanzibar, in addition to Omra and Hadj.

Reservations are paid either by Edahabia card or by CIB in Algerian dinars. Also, the company uses influencers on social media to explain the reservation method. The goal is to make the customer experience better. According to customers' reviews, the services of riservili.com are cheaper than the traditional agencies.

**Reference:** website Riservili.com

**Answers:**

**1-What are the services offered by riservili.com? 01pts**

- Hotel booking (Reservation) 0,25pt
- Airline tickets reservation 0,25pt
- International trips 0,25pt
- Organization of Hadj and Omra 0,25pt

**2- Complete the table of Riservili mix marketing (take the example of hotel booking) 4pts**

Element	Explanation
Service description	Hotel booking using a website or a mobile application 0,5pt
Pricing method	Dynamic pricing, because it uses real-time adjustment to demand 0,5pt
Communication strategy	Media strategy using social media influencers 0,5pt
Distribution channel	Online distribution (E-distribution) 0,5pt
People	Person who reserves (Client) Employee who receive the command. 0,5pt
Physical evidence	The ticket after the operation of hotel reservation 0,5pt
Process (Steps of hotel booking)	1-Download the application      2- Choose the service (Hotel booking) 3-Put all necessary information      4- receive the validation of the reservation 01pt

**3-According to you, will online agencies be trendy in Algeria? Why? 2pts**

☒ Yes 0,5pt

☐ No

Why:?

Online agencies like Riservili.com will be trendy in Algeria because of several raisons, such as:

- Cancellation of intermediary commissions.
- Accessibility to all data related to the reservation, through the creation of platforms.
- Save time and energy

**NB: The student can cite many other reasons according to him**

**+01 pt for using English**

**Good luck**

**Dr Gouri M**