

<b>R-4755</b>
---------------

<b>Sub. Code</b>
------------------

<b>645201</b>
---------------

**M.B.A. DEGREE EXAMINATION, APRIL 2021.**

**Second Semester**

**Tourism Management**

**BUSINESS RESEARCH METHODOLOGY**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. What is Experimental survey?
2. What is non-sampling error?
3. Explain pilot study.
4. What is quartile deviation?
5. Mention the contents of a research report.

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the different types of research.  
Or  
(b) Explain the process of research with examples.
7. (a) What are the components of research design?  
Explain.  
Or  
(b) Explain the different non-probability sampling techniques.

8. (a) What is data? Explain its different sources.

Or

- (b) Explain the different scaling techniques.

9. (a) Explain the types of editing the data with examples and its necessity.

Or

- (b) What is regression? Explain the procedure and relevance of regression analysis.

10. (a) Explain any two parametric tests with situations.

Or

- (b) Explain the features of good research report.

**Part C**

(1 × 10 = 10)

Compulsory question.

Case Study.

11. XYZ is a chain of hotels business establishing across popular places in India. Due to the migration of people and business across states the floating population in Tuticorin has risen in the recent years. Realizing the scope in this place, XYZ intends to start a business in this place. As a research advisor, what research design would you propose to understand the real potential? Explain your research design and frame the questionnaire to fulfill the research design. Support your answers validating with the subject.

**R-4756**

**Sub. Code**

**645202**

**M.B.A. (Tourism Management) DEGREE  
EXAMINATION, APRIL 2021**

**Second Semester**

**GLOBAL TOURISM GEOGRAPHY**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. Write a note on Physiography.
2. What is the relevance of climate of a place in tourism?
3. Write a note on GIS.
4. What is IATA?
5. What are the present risks in visiting Hong Kong?

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) What is vegetation? How it is relevant in developing tourism of the concerned place?

Or

- (b) What is physical geography? How it is affecting the tourism industry?

7. (a) “Is vegetation play a role in promoting tourism” —  
Discuss with examples.

Or

- (b) Mention and explain some of the Asian plateaus  
which are promoted for tourism.

8. (a) What is remote sensing? Explain its relevance in  
understanding tourism business.

Or

- (b) What is elapsed time and flying time? How this  
influences the tourism business?

9. (a) What are the global indicators of transport which  
decides the selection of tourism spots?

Or

- (b) Explain the features of some of the major airports of  
Europe.

10. (a) Narrate some of the plans proposed by the  
government of Switzerland in promoting tourism.

Or

- (b) Explain the salient features offered by Malaysian  
government in promoting their tourism.

**Part C**

(1 × 10 = 10)

Compulsory question.

## 11. Case Study :

Hill stations of any kind and in any place have season based business. Apart from the natural climate changes, what best can you propose an all day per year strategy to promote tourism in Hill stations? Use the subject concepts and explain with any five strategies to ensure a year around tourism business.

---

**R-4757**

**Sub. Code**

**645203**

**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Tourism Management**

**TOURISM STRATEGIC MARKETING**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. Define “Tourism Marketing”.
2. What is market segmentation?
3. What is sales promotion? What is its importance?
4. What is team building?
5. How will you identify gaps in service quality?

**Part B**

(5 × 10 = 50)

Answer **all** questions choosing either (a) or (b).

6. (a) Define marketing. Discuss the unique features of tourism marketing.

Or

- (b) Define forecasting of tourism. What factors influence tourism demand? Explain.

7. (a) Discuss the various aspects of product designing.  
Or  
(b) Explain product life cycle along with its various stages through which a tourism product passes.
8. (a) What is advertising? How is it different from public relations? Explain the contribution of these towards tourism promotion.  
Or  
(b) Discuss the role of travel agencies and tour operators in marketing of events.
9. (a) Explain types of tourism products.  
Or  
(b) Explain the scope and the unique characteristics of service.
10. (a) Discuss the Gap's model of service quality.  
Or  
(b) Elucidate the role played by Indian Railways in tourism industry.

**Part C** (1 × 10 = 10)

**Compulsory Question**

11. Case Study

Hotel Nainital is located at Uttarakhand State, Nainital peak point and the rooms are so located as to present a panoramic view of valleys and peaks. During winter season the vicinity of this hotel experiences snow four or five feet deep and guests can really enjoy their stay. This hotel was the very favorite of snow lovers and till 2010, it was famous for its services. The snow lover had to plan three to four months in advance for getting reservations at this hotel.

In 2011 two more hotels — Hotel Naini peak and Hotel Himalayan peak came up in this area and the going was tough for them due to the established business of Hotel Nainital. The proactive policies of the new hotels started penetrating into the market share of Hotel Nainital and by 2013, Hotel Nainital started feeling the heat of the competition.

Due to more employment opportunities available, quite a few employees of Hotel Nainital joined Hotel Naini peak and Hotel Himalayan peak at higher salaries. The management of Hotel Nainital was not concerned about the employee turnover as they felt the positioning of hotel Nainital is enough to keep the customer share intact and it was only a temporary phenomenon. By 2015, business had declined heavily and it was reported that the occupancy level had gone down to an average of 50% as against 100% in 2010.

The management of Hotel Nainital changed at the board level and the new board intends to revive the performance of this hotel and bring it back to the level of 2010 when the occupancy rate was 100%.

Question :

Review the competitive situation faced by the Hotel Nainital and suggests a suitable marketing strategy.



<b>R-4758</b>
---------------

<b>Sub. Code</b>
------------------

<b>645204</b>
---------------

**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Tourism Management**

**HUMAN RESOURCE MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. What are the objectives of HRM?
2. State the need for human resource planning.
3. What is human resource development? What are its primary functions?
4. What is executive compensation?
5. What do you understand by 'Social Security'?

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Critically examine the evolution and present state of human resource management in India.

Or

- (b) Discuss the role of human resource manager in an organization.

7. (a) Discuss the process of human resource planning.
- Or
- (b) Discuss in detail the steps involved in the selection process.
8. (a) Discuss the various levels of evaluation of the effectiveness of training.
- Or
- (b) Explain briefly the various methods of training.
9. (a) Discuss the importance of job evaluation. Explain briefly various methods of job evaluation.
- Or
- (b) What is compensation? Discuss the various incentive compensation plans.
10. (a) What are the elements of an effective grievance redressal system? Why it is necessary?
- Or
- (b) Explain the provisions regarding the employment of women under Factories Act, 1948.

**Part C** (1 × 10 = 10)

Compulsory question.

11. Case Study

Sydenham Samsung Automotives

Sydenham Samsung Automotives is a joint-venture company set up with technical collaboration from Samsung, South Korea. SSA manufactures aluminium alloy wheel rims for automobiles. Since there is a great demand for this product from the automobile

manufacturers of developed countries, including Korea and Japan, the joint venture SSA had set up its manufacturing unit in the Export Promotion Zone (EPZ) at Visakhapatnam Port city. EPZ extends many attractive terms for the exporters in the Zone, including exemption from the applicability of labour laws to the units within EPZ.

SSA selected brilliant engineers from premier engineering institutes and sent them for hands-on training to Korea for six months. On their return, these engineers systematically trained on-the-shop floor workforce in all aspects of product manufacturing. As the jobs were of a technical nature, SSA recruited boys from Industrial Training Institutes and Polytechnic Institutes in different crafts. This young workforce, whose average age was 26 years, were dynamic and enthusiastically performed the jobs and were meeting the production targets. SSA has also taken care of the needs of the workforce and provided subsidised canteen, buses to take workers from town to workplace and back, and other welfare measures.

This congenial environment continued for three years but later the workers, at the instance of outside leadership, started a trade union. SSA was upset with these developments and, to some extent, was firm in dealing with the unionised workers. The matter precipitated leading to a 16-day strike. However, at the intervention of the Conciliation Officer, a settlement was reached between the parties which gave higher wages and benefits to the workers and SSA could eliminate some restrictive practices that had surfaced of late. Normalcy was restored.

SSA has decided to educate the workers about the virtues of disciplined work performance. Accordingly, it approached a professional trainer to take up the assignment.

Questions :

- (a) If you were the trainer, how would you design the training programme?
  - (b) What objectives would you keep in mind in conducting such a training programme?
  - (c) Can employee involvement and work commitment be achieved through such a training programme? Give your reasons.
-

<b>R-4759</b>
---------------

<b>Sub. Code</b>
------------------

<b>645205</b>
---------------

**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Tourism Management**

**TRAVEL AGENCY AND TOUR OPERATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. Explain VISA. What is Schengen Visa?
2. Mention the basic requirements for setting up a travel agency.
3. What is Itinerary? Mention the main difference between round trip and circle trip.
4. What are the difference between FIT and GIT?
5. What do you understand by '*DuniyaDekho*'?

**Part B**

(5 × 10 = 50)

Answer **all** questions By choosing either (a) or (b).

6. (a) Write notes on the various types of tour operators?

Or

- (b) Explain the travel documents for international travel.

7. (a) Write a brief note upon the approval of a travel agency by IATA.

Or

- (b) Explain the various Fiscal and Non-fiscal incentives available to travel agencies and tour operations business.

8. (a) Discuss the functions of a travel agency.

Or

- (b) What is a package tour? How are they significant from both the supplier and customer perspectives?

9. (a) Discuss the role and functions of IATO.

Or

- (b) Draw the organization structure of a large travel agency and discuss its various departments.

10. (a) Prepare a 7 days itinerary for a group of 15 people visiting Golden Triangle of India.

Or

- (b) Write an essay on travel agency linkages.

**Part C**

(1 × 10 = 10)

**Case Study - Compulsory Question**

## 11. PATA and Responsible Tourism Practices

PATA is a non-profit travel trade association serving government tourist offices, airlines, hotels and other travel-related companies throughout the Asia Pacific region. The Code for Sustainable Tourism has been adopted by both PATA and APEC as a reflection of strong commitment to tourism growth across the Asia and Pacific region for viable and sustainable tourism.

- ▷ Conserve the natural environment, ecosystems and biodiversity
- ▷ Respect and support local traditions, cultures and communities
- ▷ Maintain environmental management systems  
Con serve energy and reduce waste and pollutants
- ▷ Encourage a tourism commitment to environments and cultures
- ▷ Educate and inform others about local environments and cultures
- ▷ Cooperate with others to sustain environments and cultures

The PATA in collaboration with China International Heritage Towns Exposition organizes the China Responsible Tourism Forum (CRTF) every year. The forum aims to help, protect and preserve the heritage and culture of ancient villages in China, while responsibly developing these villages to boost tourism. Consumer travel trends indicate that tourists want to travel responsibly and connect with people and culture in an authentic way. The forum works on the threat that mass tourism poses to these communities and their residents. More importantly, the forum also highlights the value-based tourism activities in those villages. Esteemed international and local Chinese experts discussed the ways of implementing responsible tourism development and exchange of ideas in developing and managing tourist sites and attractions. They are also working towards the sustainable and scientific development strategies for deriving economic benefits from cultural assets. In keeping with PATA's code for responsible tourism, Bali Discovery Tours embraces a program of environmental and cultural preservation.

- ▷ To adopt practices for conservation of the environment, including the use of renewable resources in a sustainable manner and conservation of non-renewable resources.



- ▷ To emphasize on Conservation of the flora and fauna habitat as well as all cultural sites.
- ▷ To consider the community attitudes and cultural values and concerns, including local custom and belief, in the design and execution of our tour products.
- ▷ To make compliance with all local, national and international environmental laws.
- ▷ To undertake environmentally responsible practices, including waste management, recycling and energy use.
- ▷ To foster an understanding and respect for environmental and cultural conservation values among our management, employees, contractors and customers.
- ▷ To encourage and accept criticism and input from clients and employees in the neverending effort to preserve the natural environment.
- ▷ To share our vision of responsible tourism by providing guidelines and suggestions to our clients at the commencement of all our tour programs.

It is however reported that international tour operators are the signatories of the pledge for the responsible tourism practices at the destinations. Many of these practices or principles remain to be the philosophy rather than the policies for implementation due to the lack of harmony between tour operators and the government or destination management agencies.

Questions :

- (a) What are the responsible tourism practices of PATA?
  - (b) What are the objectives and activities of the China Responsible Tourism Forum?
  - (c) How has the Bali Discovery Tours embraced the PATA's code for responsible tourism practices?
-

<b>R-4760</b>
---------------

<b>Sub. Code</b>
------------------

<b>645206</b>
---------------

**M.B.A. DEGREE EXAMINATION, APRIL 2021.**

**Second Semester**

**Tourism Management**

**TOURISM PRODUCTS AND SERVICES**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. What are Tourism Products, give examples?
2. What is biosphere reserve?
3. Mention any three heritage circuits in India.
4. What is tree house?
5. What is Rural Tourism?

**Part B**

(5 × 10 = 50)

Answer **all** questions by choosing either (a) or (b)

6. (a) Write short note on Heritage Management Organisations.

Or

- (b) Explain with example the term 'heritage Tourism'.

7. (a) Write about the Hill stations of Tamil Nadu.

Or

- (b) Explain about any two Wildlife Sanctuaries in India.

8. (a) Write an essay on Buddhist circuit in India.

Or

- (b) Discuss the pilgrimage destinations of Hinduism.

9. (a) "Dance and Music are the keys of Live Entertainment in Indian Tourism". Comment.

Or

- (b) Write the role of Palace-on-Wheels promotion of tourism in India.

10. (a) What do you understand by Medical Tourism? Discuss the major medical tourism destinations in India.

Or

- (b) Write about the beauty of Mamallapuram as a tourism product.

**Part C**

(1 × 10 = 10)

Case Study – Compulsory question.

11. Konark Dance Festival.

The enchanting architectural beauty of the Sun temple of Konark is one of the major tourist attractions of Odisha. It is a world Heritage site. This 700-year old shrine is an architectural wonder is the manifestation of sculptures in the form of traditional dance that are depicted on stone. The dance and music festivals of Konark add more colour to this place. The dance festival of Konark is one of the

most popular dance festivals of India. This festival is organised annually in the month of December (1 – 5) on open air auditorium at Konark. It is organised in the collaboration of Odisha Tourism, Odisha Dance Academy and KonarkNatyaMandap. This festival showcases all the classical dances of India. The most celebrated classical dancers from all parts of India come to this festival to perform their dance in this grand occasion. The most popular dances are Odishi, Bharatnatyam, Manipuri, Kathak and Chau. The music instruments like Ghungroo bells, flute and Pakhauj give it real festive mood. The colourful handicrafts, delicious cuisine add valor to this festival.

The dance festival was jointly organised by the Orissa Dance Academy, Bhubaneswar, and the Eastern Zonal Cultural Centre, Kolkata, to promote Indian classical art forms on the global tourist map. A typical handicraft and handloom fair is also organized by the state industry department for the tourists during the dance festival. This fair begin 1991 and exhibits stylish handicrafts, rural handlooms, potteries, and organises artists' camps. The Orissa Tourism Development Corporation organises conducted package tours for the tourists to enjoy the dance performances. The DoT, Government of Odisha runs luxury cottage accommodation units in the world heritage tourist centre.

- (a) Why Konark Dance Festival is organised?
- (b) What are the initiatives taken by the OTDC to promote tourism in Odisha?

**R5533**

**Sub. Code**

**645509**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021**

**Fourth Semester**

**Tourism Management**

**ONLINE TOURISM SERVICES**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. What is E-tourism, give examples? (2 + 1 = 3)
2. What are the functions of CRS?
3. List out any top three online travel agencies.  
(1 + 1 + 1 = 3)
4. Write the advantages of BSP.
5. What are the itinerary pricing transaction options on Amadeus system?

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Highlight the history and evolution of E-tourism.  
(5 + 5 = 10)

Or

- (b) Discuss the Strategic, Tactical and Operational use of IT in Tourism.

7. (a) Explain the following : (5 + 5 = 10)  
(i) GDS  
(ii) CRS.

Or

- (b) How does CRS level of participation in E-tourism?  
Discuss.
8. (a) Explain the following business models of E-tourism:  
(5 × 2 = 10)  
(i) B2B  
(ii) B2E  
(iii) C2C  
(iv) C2B  
(v) B2G

Or

- (b) Discuss the growth of online travel industry in India by identifying the growth drivers and their impact. (5 + 5 = 10)
9. (a) Discuss the benefits and risk associated with online payments. (5 + 5 = 10)

Or

- (b) Describe the impact of the Web 2.0 applications on the tourism industry.

10. (a) What are the PNR handling functions that can be performed on the Amadeus system?

Or

- (b) Explain the product folio of Amadeus for the following sectors :
- (i) Hotels
  - (ii) Car rental companies
  - (iii) Travel agencies. (3 + 3 + 4 = 10)

**Part C** (1 × 10 = 10)

Case Study - Compulsory question

11. Impact of ICT on Indian Tourism

Around 20 per cent of offline travel agents in India have shut shop over the last few years, according to statistics of the International Air Transport Association (IATA). Globally, too, the numbers have fallen drastically. IATA membership in the UK has fallen to 3,000 from 60,000 in the last decade. Supporting these statistics, a study by the Internet and Mobile Association of India (IAMAI) found that the ticketing business in India has largely moved to the online platform, due to which, revenues of offline travel agents have taken a beating. Online bookings of train and airline tickets rose 36 per cent in June, 2012, compared with the previous year.

While railways registered 5.83 million online bookings in June, 2012, versus 4.30 million last year, airlines witnessed 1.45 million online bookings against 1.07 million, according to IAMAI. Moreover, excessive discounts and personalized services offered by offline travel agents have also worked against their interests. Nonetheless, smaller agents who do not enjoy economies of scale, and therefore cannot offer specialized services, are finding it hard to compete, the study revealed. Further, the economic slowdown made it even more



difficult for the travel industry, especially the smaller or regional players, 48 many of whom have been looking for a buy-out Cox & Kings, which is fast building its online expertise, and Thomas Cook, which, to cater to the unique Indian consumer needs, is offering options of buying online and paying offline. The travel space is already seeing consolidation with mergers and acquisitions taking place in both online and offline travel industry. Yatra's acquisition of Travel Services International, and Make My Trip's buying a stake in the Singapore-based Luxury Tours and Travels Pvt. Ltd are part of this consolidation process.

Questions : (5 + 5 = 10)

- (a) What are the challenges faced by the small and medium sized travel agencies?
- (b) Draw strategies apart from offering suggestions to these players to compete in this sophisticated technology-based tourism industry.

**R5530**

**Sub. Code**

**645401**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021.**

**Fourth Semester**

**Tourism Management**

**HOTEL ADMINISTRATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. What are the differences between timeshare property and condominium hotel? (1½ + 1½ = 3)
2. What do you mean by Minus position and Plus position in room status? (1½ + 1½ = 3)
3. List the functions of housekeeping department.
4. What are fast food outlets? Name three international brands. (2 + 1 = 3)
5. What is revenue management? Expand RevPAR. (2 + 1 = 3)

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Define hotel. Explain the nature of Hospitality industry? (3 + 7 = 10)

Or

- (b) Discuss the types of supplementary accommodation.

7. (a) 'First impression is the best impression' which is created by front office department. Justify this statement.

Or

- (b) Give hierarchy of the Front Office department of a five-star hotel. List ten duties of Front Office Supervisor. (5 + 5 = 10)

8. (a) Explain the various types of rooms available in a hotel.

Or

- (b) Write in brief about the inter-departmental co-operation of the housekeeping department with front office department and maintenance. (5 + 5 = 10)

9. (a) What are the different types of menu used in catering establishments? Explain each in brief. (2 + 8 = 10)

Or

- (b) What are the different types of Catering Establishments? Explain Railway Catering in brief. (4 + 6 = 10)

10. (a) How are job descriptions and job specifications used in the selection process? (5 + 5 = 10)

Or

- (b) Explain the importance of sales and marketing in hospitality industry.

**Part C**

(1 × 10 = 10)

Case Study - Compulsory question

11. Where does the Actual Problem Lie?

Hotel Sand Dunes Premiere, Jaipur is a five-star deluxe property with 200 exclusive rooms. Each floor of the hotel has rooms depicting a particular theme. For instance, the first floor depicts the 'desert' in all its guestrooms as well as the guest corridor.

Executive housekeeper, Manisha Taneja has been facing operational problems with the staff turnover in the department being very high. The staff on roll also are not regular citing health reasons such as back and knee problems. Each GRA operates on a room quota of average 20 rooms per day and is allotted 20 minutes to service a guestroom.

Manisha calls for a meeting of all managerial and supervisory staff of her department to discuss the issue.

Questions:

(3 + 3 + 4 = 10)

- (a) Where is the housekeeping team going wrong?
- (b) What suggestions would you as a supervisor make to tackle the problems faced by the department?
- (c) Suggest a few ways of motivating the staff at Sand Dunes Premiere.

**R5531**

**Sub. Code**

**645402**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021**

**Fourth Semester**

**Tourism Management**

**TRAVEL MEDIA AND PUBLIC RELATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. What is Travel Writing?
2. What is the difference between a telecast and a webcast?
3. How has technology improved travel?
4. What is the responsibility of a Public Relations Officer (PRO)?
5. What is travel journalism, give examples?

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Write short notes on: (4 × 2½ = 10)
  - (i) Travel Books
  - (ii) Guide Books
  - (iii) Coffee Table Books
  - (iv) Anthologies

Or

- (b) Write an essay on travel writing.

7. (a) Discuss the role of electronic media in tourism.  
Or  
(b) What do you understand by Blog writing in detail also discuss new trends of blog writing in detail? (5 + 5 = 10)
8. (a) Discuss the recent trends in tourism and travel media.  
Or  
(b) Explain the following terms: (5 × 2 = 10)  
(i) Journey Pieces  
(ii) Activity Pieces  
(iii) Special Interest Pieces  
(iv) Side trips  
(v) Own travel experiences
9. (a) Explain the functions and scope of Public Relations in the Indian context. (5 + 5 = 10)  
Or  
(b) Give a detailed note on the stages in Public Relation process.
10. (a) Describe the changing trends in travel journalism.  
Or  
(b) Describe in detail the practicality and non-practicality of taking photographs. (5+5=10)

**Part C** (1 × 10 = 10)

Case study – Compulsory question.

11. Challenges of online-travel agents.

International competition has forced local travel industry to adopt new global business standards to compete in its traditional markets. In return, the local travel and tour operation companies are finding much diversification of

business in the new overseas and domestic tourism markets. Travel agencies are becoming increasingly aware and prepared to face the burgeoning growth of online travel agents as a result of Internet. Tour operators have found the dependence on online business to decrease the transactional costs, including the costs for users of tourism services.

For the sale of airlines tickets, airlines do take the help of online travel portals and hotels also take the help of online travel agents for the sale of hotel rooms. The online travel companies are aware of the consequences of online transactions and are taking the advantage of the information and communication technology for the larger market share.

Giving varied discounting is a major trend of online travel agents to increase the sales. The effect of B2B and B2C model has significantly reduced the cost and that results in the reducing the prices of airline tickets, hotel rooms, etc.

For example, consolidator like Groupon has entered into the market offering discounts of 50 per cent or more when more customers sign up for a vendor's offer. The range of products and services being sold continues to find better market areas.

In addition, hotel chains increasingly bank on the social media sites like Facebook and Twitter to build a network of potential customers. Hotels offer limited-time special offers to sell off the unused room inventory during the off season. A second key trend is personalization of tourism services. Everyone wants the tailored-made programmes to their needs.

Traditional travel agencies still face the big challenges in their shift online. The first challenge is to develop the multi-channel strategy that is not an easy task to accomplish as far as the constraints of travel business is concerned. Travel agencies trace the background of customers and reach them over the Internet, mobile and social media channels. The most important challenge that

traditional travel agencies are facing is to find the right mix in their online product and services offers. In order to make their online channel more profitable and alluring, they include additional products such as hotels, (dynamic) holiday packages and flight related ancillary services like airport VIP lounges and fast tracks or priority boarding. Low Internet penetration was the major challenge for the online travel companies. Another challenge is the habit of Indian travellers. The habit of buying an air ticket through a travel agent and booking a hotel room through calling the hotel directly takes long time to change. It is essential to change the habit that online travel agents are doing all possible efforts to convert the traditional customers to tech-savvy users of online services. Online travel is the driving force in the e-commerce segment and has brought about revolution in the travel market in India. It has global contribution of 70 per cent of all e-commerce activities.

At the same time, the challenges of the India Online travel agents are given below.

- Problems in deciding the distribution of products through multiple online and offline sales channels while managing inventory.
- Pressure to up sell and proper management of the seats sold out.
- Difficulty in deciding the charges as a flat fee or a commission.
- Changing economic conditions
- New financial regulations.

Questions:

- (a) What are the critical features of an online travel agent? (3 + 7 =10)
- (b) What are the challenges before the online travel agents? Can the challenges be overcome? Suggest your ideas to handle the challenges.



**R5532**

**Sub. Code**

**645403**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021.**

**Fourth Semester**

**Tourism Management**

**TOURISM BUSINESS INNOVATIONS AND  
ENTREPRENEURSHIP IN TOURISM**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. What do you mean by Tourism Trade?
2. List down the various training and development programmes for entrepreneurs.
3. What are the sources of product for tourism business?
4. What do you mean by monitoring tourism business?
5. What is market research in business in tourism sector?

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Write a note on entrepreneurship as a career.

Or

- (b) State some of the problems that are faced by entrepreneurs in tourism sector.

7. (a) Explain about the Central government industrial policies and regulation for tourism.

Or

- (b) Explain about International Tourism Business Management.

8. (a) Write in detail about capital budget.

Or

- (b) How do you prepare; project profile to start up a tourism business?

9. (a) Distinguish between Market research and Channel Selection in launching a business in tourism.

Or

- (b) Explain about the various operating plans in tourism sector.

10. (a) Elaborate about the rehabilitation of sick business units.

Or

- (b) Comment in detail about the various innovations in tourism business management.

**Part C**

(1 × 10 = 10)

Case Study - Compulsory Question

11. Entrepreneurship with tourism sector

The issue of entrepreneurship is significant in tourism. When analysing it, the greatest attention is paid to the small business because an increasing number of small business enterprises in the tourism sector not only develops a specific product and generates income, but it joins the whole sector of hospitality and creates new workplaces. Entrepreneurship enables successful development of tourism business through the focusing on informality, flexibility and satisfaction of customer needs when there are integrated several kinds of tourism.

Questions:-

- (a) How entrepreneurs can develop their inputs and outputs through tourism industry?
- (b) Give some of your suggestions to promote tourism business that helps entrepreneurs.

---

**R5534**

**Sub. Code**

**645516**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021.**

**Fourth Semester**

**Tourism Management**

**Allied — HOSPITALITY SERVICES**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. Define Industrial catering.
2. Give the classification of Transport catering with examples.
3. What are diet menus? Give examples.
4. What do you mean by Cruise liner catering?
5. What is institutional Catering?

**Part B**

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Bring out the importance of nutritive in value for menu planning in industries.

Or

- (b) Explain the role of labour saving devices in service of industrial catering.

7. (a) Explain the points to be considered while compiling menus for transport catering.

Or

- (b) Explain the problem faced in transport catering units.

8. (a) What is Hospital catering? Write the role of dietician in planning diet menus.

Or

- (b) How the diet kitchen is planned for employees and visitors in hospital catering units?

9. (a) Elaborate on the role of preliminary survey in outdoor catering.

Or

- (b) Mention the salient features of institutional catering units.

10. (a) Explain the service procedure in dining area in cruise liner Catering.

Or

- (b) How do you plan the galley for food production area in cruise catering?

**Part C**

(1 × 10 = 10)

Case Study (Compulsory Question).

11. Hospitality industry is a complex product-service economic activity which besides accommodation, food and beverages offers a variety of complementary and ancillary services in order to meet modern needs, demands and desires of tourists consumers. Contemporary need, demands and desires of tourists consumers (increased

need for security and preservation of health; emphasis on ecology and healthy food; pure nature stay; growing demand for adventure activities and excitement; convention facilities and incentive offerings; visits to towns, big sports, cultural, religious, business events; new travel motivation have led to the emergence of new trends in hospitality offering design. Wellness and spa hotels, boutique hotels, all inclusive hotels, slow-food restaurants, and wine and lounge bars are just some of the main trends, and successful hoteliers and caterers will examine each of the trends and devise development politics in accordance with the new requirements and global market needs.

Questions:

- (a) Elaborate on the current trends and themes applied in Allied Hospitality Services.
- (b) Discuss the growth and development of hospitality service in out door catering.