

Sports tourism can be divided into

- (a) participants, whose main intention is to participate in sports, such as canoeing, skiing, golf, etc.;
- (b) Spectators, including those who travel to watch sports events, such as the Olympic Games and the World Cup Football Tournament, etc., or travellers who visit sports museums or are involved in sports-related industries, such as the Sports Hall of Fame and sports fields and stadiums, etc.

Question for Discussion :

- (i) Analyze the travel motivations of golf tourists in the Asia-Pacific region.
- (ii) Discuss how sporting events and sports can stimulate people's travel motivations.

MBTM 4001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Tourism

AIRFARES AND AIRLINES MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Write down the objectives and functions of IATA.
2. Explain the role and functions of AAI.
3. Write a brief note on Official Airline Guide.
4. Explain the global indicators in detail.
5. What are the principles of fare construction?
6. Discuss the different stages of tourist development.

7. What is meant by one way and return trip? Explain.

8. Discuss the key trends in Indian tourism.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the aims and objectives of ICAO?

10. Write a detailed note on airports authority of India.

11. What are controlled and uncontrolled airports? Explain.

12. Explain the classification of airports.

13. Write down the different classes of services in an aircraft.

14. Discuss the steps involved in fare construction.

15. Explain Miscellaneous Charge Orders [MCO] in detail.

16. What is booking? Explain in detail.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study :

Read the following case and answer the questions given at the end :

In recent years, the sport of golf has been developing rapidly in the Asia-Pacific region, motivating golf enthusiasts to travel overseas to play. Because of its geographical proximity and convenient transport links, the number of Japanese and Korean golf enthusiasts who choose to play in China has been increasing rapidly in recent years. In China, the domestic golf tourism market is still a middle and upper class consumer market in which the sport functions as a way to improve one's quality of life and as a symbol used to show off one's status and position. To a certain degree, price is no longer a major factor that influences the travel motivations of these high-level consumer tourists. What they demand is to experience a feeling of relaxation in which they are at one with nature.

MBTM 4002

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Tourism

**TRAVEL AGENCY AND TOUR OPERATIONS
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain different types of tour operators and their special features with examples.
2. What are the services provided by tour operators in the package tours?
3. What are the important roles and responsibilities of a travel agent?
4. Write a brief note on travel insurance.
5. Explain the meaning and significance of Itinerary.

6. Discuss the background information for preparing itinerary.
7. What is meant by tour cost sheet? Explain its advantages.
8. What are the objectives of UFTAA?

PART B -- (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the roles and characteristics of a tour operator.
10. Briefly discuss the different types of travel agencies.
11. Discuss the various functions of a tour operator.
12. List the Do's and Don't s while developing tour Itinerary.
13. What are the benefits of packaging to tourism operators?
14. Discuss the different types of package tour.
15. Explain the factors that influence tour costing.
16. Discuss the objectives of PATA (Pacific Asia Travel Association).

Questions :

- (a) What are the critical features of an online travel agent?
 - (b) What are the challenges before the online travel agents? Can the challenges be overcome? Suggest your ideas to handle the challenges.
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PART C — (1 × 20 = 20 marks)

Compulsory

17. CASE STUDY

Read the following case and answer the questions given at the end:

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.

In addition, hotel chains increasingly bank on the social media sites like Face book 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. 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 covert 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

ended questions in a logical order, the basic details can be obtained in terms of dates, numbers, layout accommodation and catering requirements This should then be followed by some secondary questioning to establish the nature of the event, what the client's priorities are and what they expect to achieve from the event.

Questions :

- (a) Who will be attending, as this will give you some indication of the seniority of delegates (and could possibly offer the chance to upsell)?
 - (b) Once this has all been noted, it is up to the Event Manager to sell the property to the client – You now know what they need?
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MBTM 4003

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Tourism

EVENT MANAGEMENT

Time: Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What are the different categories of event? Give suitable example?
2. Write about the growth and development of the event management industry in India.
3. What are the steps involved in group development for an event?
4. What are the technology-related Risks involved during an event.
5. Explain the characteristics of conference and convention.

6. Explain about economic impact of Convention and Conference Centers.
7. Evaluate the concept of marketing tourism fairs.
8. Explain the importance of trade fairs.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. What is marketing mix? And how it contributes in the conference and conference market?
10. What are the Financial Demographics of the Target Audience?
11. Write a detail note on MICE Tourism in India.
12. Explain in detail about the Legal Risk involved in an Event.
13. What is Click stream Analysis? Explain the types of click stream analysis?
14. How does PATA (India) support travel Industry?
15. "Marketing of an event plays a key role in its success" – Comment.
16. Explain the necessity of Good media relation for the success of an event.

PART C — (1 × 20 = 20 marks)

Case Study : Compulsory.

17. The Majestic Hotel is one of 14 mainly four-star and five-star hotels that make up the Paramount Group of Hotels. It is an impressive 19th century building in the center of Harrogate, set in 12 acres of landscaped gardens. The town of Harrogate, in Yorkshire, is one of the leading conference destinations in the UK, with the Harrogate, Inter-national Center (purpose-built conference and exhibition center) located just a short walk from The Majestic Hotel. The information below has been provided by the Resident Manager and the Events Manager of the hotel.

From the very outset, the hotel and its representatives must make an impression — the first point of contact for most organizers is with an Event Manager whose role is to extract as much information from the potential client as possible. This is not simply a process of 'order taking' but a balance of questioning techniques, probing and finding out not only the detail but also the purpose of the whole event. By listening and asking open-

MBTM 4004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Tourism

**CUSTOMER RELATIONSHIP AND SERVICE
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is customer acquisition? How it is done?
2. Why is feedback necessary? Explain Questionnaire method and its importance.
3. Write a brief note on customer relationship management and its significance in Tourism.
4. Explain demand and supply graph.
5. Explain Customer Loyalty with an example.
6. Give an account of the current scenario of the service industries in India.

7. Explain (a) Customer Satisfaction (b) Data Processing.
8. Define (a) Click stream analysis (b) MBO.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elucidate Customer Profitability and Value modeling.
10. Is Tourism a service Industry? Explain with suitable examples.
11. Discuss the strategies followed by various service providers for matching capacity and demand.
12. "Repeat Customer is equal to 100 new customers"- Discuss.
13. Explain the characteristics and classification of services.
14. Narrate the customer behaviour in service encounters.
15. Explain product life cycle with an example.
16. What are the types and causes of service Quality Gaps? Discuss the strategies to resolve those.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Case study :

Clear customer commitment is lived by employees in Tesco, the UK retailer, because they are involved from their very first day of work. Tesco's 'every little help' is a collaborative strategy. Customers recommend how to improve the shopping experience and employees recommend ways to improve their work environment. Tesco understands that true CRM can be delivered only as a combination of sophisticated processes / customer analysis system and people management.

- (a) What do you learn from this case?
- (b) Is it possible in India to follow the model? If not, Why?

seats/rooms, website usability, after sales service, and smart product innovations.

It plans to migrate from predominantly flight business to a hotel and holiday-led business and maintain the market leadership position in sight of competition from existing and new foreign players. It believes in its endeavor to instill attention to detail in all aspects to provide flawless and excellent travel services.

Questions :

- (a) What makes online company Yatra distinct from online suppliers?
- (b) Can other firms entering the market now repeat the same story?
- (c) What makes offers of Yatra innovative?

MBTM 4005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Tourism

E-TOURISM

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Define E-Tourism. Explain the outcome of E-Tourism.
2. Differentiate GDS and CRS.
3. What is travel blogs and state the difference between travel bluffer and writer.
4. What is BSP? Explain the various participation in a BSP.
5. Discuss the uses of Amadeus software.
6. Explain the rote of IT in tourism.
7. Discuss about various e-tourism business models
8. Explain the challenges of conventional tourism business.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. What is PNR? Explain the parts of PNR.
10. Explain the key ingredients of tourism products.
11. Explain various E-commerce domain used in E-Tourism.
12. Explain the challenges of GDS/CRS.
13. Explain various payment gateways system supported in India.
14. Discuss about various categories of tourism products.
15. Explain various systems used for CRS.
16. Discuss about the methods of promoting tourism products.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study.

The online travel market in India has a number of player trying to ride the new wave of technology. These compete on the platform of information

highway by giving instant access to quality service. One of the big players in this leave is yatra.com, with 35 percent market share of online travel business in the country. A receipt of awards and recognition of 'Best Online travel Agency' of the year 2008 at the Galileo Express Travel world Awards, the only Indian travel company among the Top 100 startups I Asia by Red Gerring and 'the most used travel website' by Juxt consult in their India Online survey 2008.

It was founded in December 2005 and since the it has grown fast and expanded to 10 Indian cities, the USA, and the UK and received revenues of \$ 9.4 million in 2008. It posted profits only in the quarter ending March 2009. Its real-time inventory in May 2009 gave access to 10 domestic and 72 international airlines and provided instant reach to over 3,500 hotels in India and over 90,000 hotels across the globe.

The journey of Yatra has been phenomenal from a 2 people company to a 700 people strong company in 2 years. It has its fair share of competition from makemytrip.co.in, cleartrip.com and ravelocity.co.in. All of these provide the same online flight and hotel booking facilities. But it differentiates itself by the prices offered, the availability of