

ADMISSION NUMBER											

School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MBAV6026 - Travel and Tourism Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain the environmental deterioration resulting from unregulated tourism activities within a delicate ecosystem. K5 (5)

- 2) Develop a business proposal for a start-up company offering innovative solutions to challenges in optimizing the financial performance of hotel properties. K3 (6)

- 3) A luxury resort is situated along the coastline of a tropical paradise, in the midst of hurricane season. The resort is renowned for its picturesque beaches, lush landscapes, and world-class amenities, attracting guests seeking relaxation and indulgence in a serene setting. However, the tranquility is disrupted as weather forecasts predict the imminent arrival of a powerful storm within the next 48 hours. With guests already checked into the resort, confronted with the formidable challenge of ensuring their safety and well-being while upholding the resort's reputation for impeccable hospitality. The impending threat of the hurricane casts a shadow over the normally idyllic atmosphere, prompting urgent action to implement safety and security measures to protect guests and preserve the resort's integrity amidst the impending natural disaster. K4 (8)
Q(i) In the scenario of an approaching hurricane threatening a luxury resort known for its impeccable hospitality, as the manager of a luxury resort facing an approaching hurricane, critically analyze the potential safety and security risks posed to guests and staff. Develop proactive measures aimed at safeguarding guests' well-being while maintaining the resort's reputation.

- 4) In a rapidly evolving hospitality landscape, where technological advancements and shifting consumer preferences have reshaped the guest experience, hospitality managers face the challenge of assessing the efficacy of contactless technologies, such as mobile check-in and digital key systems, in meeting guests' demands for safety and convenience. Key challenges include adoption and integration into existing operations, gaining guest acceptance, ensuring operational efficiency, balancing personalization with automation, addressing accessibility and inclusivity concerns, safeguarding data privacy and security, and staying abreast of continuous innovation. Overcoming these challenges requires a strategic approach that prioritizes guest satisfaction while leveraging contactless technologies to enhance the overall guest experience.

K3 (9)

Q:(i) Evaluate how can hospitality managers effectively navigate the challenges of adopting and integrating contactless technologies to meet the evolving guest expectations for safety and convenience?

- 5) In a coastal town heavily reliant on a single tourism sector, such as beach tourism, the economic implications of diversification strategies are evident. For instance, suppose the town experiences a decline in tourist arrivals due to changing preferences or external factors like natural disasters affecting beach access. This situation prompts stakeholders to consider diversifying the tourism offerings to sustain the local economy. To address this, the town could explore opportunities for adventure tourism, cultural tourism, or ecotourism to attract a broader range of visitors. However, this transition requires careful planning, investment in infrastructure, and marketing efforts to establish the town as a multifaceted destination. Moreover, balancing the preservation of the town's identity and natural assets with the need for economic diversification presents a challenge. By analyzing the economic implications of diversification strategies within this specific context, stakeholders can devise actionable plans to mitigate risks and capitalize on new opportunities for sustainable growth.

K5 (10)

Q:(i) Analyze how are stakeholders in a coastal town heavily reliant on a single tourism effectively. (5 marks)

Q : (ii) Assess diversification strategies to mitigate economic risks and capitalize on new tourism opportunities such as infrastructure development, marketing efforts, and the preservation of the town's identity and natural assets?(5 marks)

- 6) The Sundarbans, situated in the delta formed by the convergence of the Ganges, Brahmaputra, and Meghna rivers in India and Bangladesh, stands as the largest mangrove forest globally and bears the prestigious UNESCO World Heritage Site status. Renowned for its extraordinary biodiversity, including the iconic Royal Bengal Tiger, it serves as a sanctuary for nature enthusiasts and researchers alike. Moreover, the Sundarbans holds profound historical and cultural significance, deeply rooted in local folklore, mythology, and the traditional lifestyles of indigenous communities inhabiting the area.
- Q i: Design an innovative interpretive tour program tailored for the UNESCO World Heritage Site of SUNDERBANS in India, incorporating interactive exhibits and guided tours. (4 marks)
- Q ii: Explore strategies to actively involve visitors in understanding the historical significance of the site, while tackling obstacles inherent in the tour program design. (4 marks)
- Q iii: What lessons can be learned from the management of other UNESCO World Heritage Sites with similar ecological and cultural significance to inform conservation efforts in the Sundarbans? (4 marks)