

ADMISSION NUMBER									

School of Business

Master of Business Administration MBA Dual Specialization
Semester End Examination - May 2024

Duration : 180 Minutes
Max Marks : 100

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) Outline the strategies you would utilize to revitalize the image of a mid-range hotel in order to attract a younger demographic through a rebranding campaign. K3 (6)

- 2) K4 (8)
 - i) Analyze the role of emotional intelligence and interpersonal skills in navigating guest inquiries and enhancing menu familiarity in the hospitality sector. (4 marks)
 - ii) How do servers' (dining staff) empathetic listening, effective communication, and problem-solving abilities influence their capacity to address guest preferences, dietary restrictions, and menu-related inquiries with confidence and professionalism. (4 marks)

3) In Metropolis, Sensory Haven emerges as a beacon of innovation in the dynamic landscape of the hospitality industry. At the core of its philosophy lies a deep understanding of the power of sensory experiences in shaping guest perceptions and enhancing overall satisfaction. Sensory Haven's commitment to crafting unforgettable dining experiences is evident in every aspect of its operations, particularly in the meticulous attention paid to table setup and arrangement. The restaurant's approach to table setup transcends mere functionality; it serves as a canvas for the creation of immersive sensory journeys that engage guests on multiple levels. Each element, from the choice of tableware to the arrangement of decor, is thoughtfully curated to stimulate the senses and evoke specific emotions. Warm, inviting colors are strategically employed to create an atmosphere of comfort and relaxation, while dynamic lighting schemes enhance the ambiance, casting an enchanting glow over the dining space. In the background, carefully curated soundscapes transport diners to distant locales, further enriching their dining experience. Beyond mere aesthetics, Sensory Haven's sensory-driven approach has profound implications for guest satisfaction and perception. By harnessing the principles of color psychology, lighting design, and ambient soundscapes, the restaurant creates an environment that not only delights the senses but also influences emotional responses and mood states. Guests are enveloped in an atmosphere that transcends the ordinary, leaving them feeling uplifted, inspired, and eager to return. Central to Sensory Haven's success is its unwavering commitment to innovation and exploration. The restaurant continually pushes the boundaries of traditional dining norms, embracing new technologies, and immersive concepts to captivate diners and create lasting impressions. Whether through interactive dining experiences that engage all five senses or themed culinary events that transport guests to far-flung destinations, Sensory Haven remains at the forefront of culinary innovation, redefining the dining experience one sensory journey at a time.

i) Examine how does Sensory Haven's commitment to crafting unforgettable dining experiences contribute to its brand identity and competitive advantage in the dynamic hospitality industry of Metropolis? (4 marks)

ii) How do factors such as color psychology, lighting design, and ambient soundscapes contribute to guests' emotional responses, mood states, and perceptions of dining atmosphere. (4 marks)

- 4) Explain how traditional tourism businesses leverage emerging technologies to enhance customer experiences and remain competitive in the digital age? K4 (4)
- 5) As the front office manager of Azure Waves Resort, K3 (9)
- (i) Evaluate the effectiveness of implementing a loyalty program at the front desk to improve guest retention and drive repeat bookings.
- (ii) How has Azure Waves Resort effectively collaborated with its marketing, reservations, and finance departments to develop and implement a successful loyalty program?
- (iii) what measurable impacts has this program had on guest satisfaction and revenue growth? (3+3+3 marks)
- 6) Emergence of sex tourism in a popular tourist destination, ethical considerations surrounding its development pose significant challenges. For instance, in a coastal town experiencing a rise in sex tourism, stakeholders are confronted with the need for responsible tourism management to address the associated ethical dilemmas. The situation prompts the examination of various factors, such as the exploitation of vulnerable individuals, human trafficking, and negative impacts on local communities and cultural values. To effectively tackle these issues, stakeholders must devise comprehensive strategies, including stringent regulations, law enforcement efforts, community engagement initiatives, and educational campaigns to raise awareness among tourists and locals alike. K5 (10)
- Q:i How might stakeholders in a coastal area experiencing an increase in sex tourism effectively analyse the ethical dimensions at play and devise comprehensive strategies for responsible tourism management emphasizing the following
- a) protection of vulnerable individuals
- b) prevention and preservation of community
- c) cohesion and promotion of cultural integrity?

7) In the tourism hotspot of Tranquil Bay, travel agencies, tour operators, and travel guides vie for attention and market dominance. Meet Olivia, the marketing director of Tranquility Explorers, a prominent travel agency in the area. Olivia grapples with the challenge of devising compelling marketing and promotional strategies to outshine competitors and attract potential travelers.

Meanwhile, David, the owner of Tranquil Adventures, an esteemed tour operator, faces similar hurdles. Despite offering captivating experiences, David struggles to effectively reach his target audience and boost reservations. Adding to his worries, David discovers that a rival tour operator, Coastal Expeditions, is aggressively undercutting prices and luring customers away with enticing discounts. Amidst this competitive landscape, unexpected challenges arise. Tranquil Bay's local government announces plans for a major environmental conservation project, temporarily restricting access to certain tourist attractions. This development sends shockwaves through the tourism industry, leaving Olivia and David scrambling to adapt their marketing strategies and reassure customers about alternative destinations and experiences. As Olivia and David navigate these twists and turns, they realize the importance of innovation and resilience in sustaining their businesses. They must leverage their creativity and expertise to pivot their marketing approaches, capitalize on emerging trends, and reassure travelers of the unique and unforgettable experiences awaiting them in Tranquil Bay.

i) How can Olivia and David effectively differentiate their travel agency and tour operator in Tranquil Bay in the face of fierce competition and disruptive environmental conservation measures in order to maintain customer loyalty and market relevance? (5 marks)

ii) As Olivia and David navigate the complexities of digital marketing and social media platforms, how can they harness the power of influencer partnerships or user-generated content to increase brand visibility and credibility among their target demographic? (5 marks)

8) In the serene town of Harmony Valley, nestled amidst rolling hills and verdant landscapes, stands a charming eco-friendly retreat known as Serenity Springs, owned and operated by Emily. Emily's journey towards sustainable hospitality began after a transformative backpacking adventure across the globe. During her travels, she witnessed the profound impact of tourism on communities and ecosystems, sparking a deep commitment to responsible tourism practices. Upon returning home to Harmony Valley, Emily embarked on a mission to create a sanctuary that harmonizes with nature while enriching the lives of guests and locals alike. Serenity Springs was born from this vision, offering a haven where guests could immerse themselves in the beauty of the natural world while minimizing their environmental footprint. However, Emily soon realized that her individual efforts, while impactful, were limited in the grand scheme of global tourism. Seeking guidance on a broader scale, Emily turned to the World Tourism Organization (UNWTO), a renowned international body dedicated to advancing sustainable tourism practices worldwide. Through UNWTO's comprehensive resources and collaborative platforms, Emily gained valuable insights into best practices and strategies for fostering sustainability in the tourism industry. She discovered a wealth of tools and initiatives aimed at empowering stakeholders to embrace responsible tourism, from capacity-building workshops to policy advocacy campaigns. Inspired and empowered by UNWTO's guidance, Emily became a vocal advocate for sustainable tourism in Harmony Valley and beyond. She forged partnerships with local authorities, fellow hoteliers, and environmental organizations to implement community-based tourism projects, preserve natural habitats, and support livelihoods through responsible tourism initiatives. Emily's dedication to sustainability, coupled with UNWTO's support and resources, transformed Serenity Springs into a beacon of eco-friendly hospitality. Together, they exemplify the transformative power of responsible tourism and the vital role of organizations like UNWTO in driving global efforts towards a more sustainable and equitable tourism industry.

i) How has the World Tourism Organization (UNWTO) facilitated collaboration and knowledge-sharing among stakeholders like Emily, enabling them to implement sustainable tourism practices at both local and global levels? (5 marks)

ii) As a member of UNWTO's network, how can Emily contribute to the organization's advocacy efforts on key issues such as climate change mitigation, cultural heritage preservation, and inclusive tourism development? (5 marks)

iii) How can Emily leverage Serenity Springs as a case study to inspire other hospitality businesses in Harmony Valley to adopt sustainable practices. (5 marks)

9) The Grand Hotel Mumbai, a renowned five-star establishment located in the heart of India's bustling financial capital, has long prided itself on delivering exceptional service and hospitality to its guests. However, in recent months, the hotel has encountered challenges with negative online reviews and social media commentary, which have begun to impact its brand perception and guest satisfaction levels. Despite its sterling reputation offline, The Grand Hotel Mumbai has faced criticism online regarding various aspects of its service delivery, including cleanliness, staff professionalism, and dining experiences. These negative sentiments have been particularly prevalent on popular review platforms such as TripAdvisor and Google Reviews, where disgruntled guests have voiced their grievances publicly. In response to these challenges, The Grand Hotel Mumbai has implemented a comprehensive online reputation management strategy aimed at addressing the root causes of guest dissatisfaction and improving overall brand perception. This strategy includes initiatives such as:

Enhanced Monitoring: The hotel has invested in advanced monitoring tools to track online reviews, social media mentions, and sentiment analysis in real-time. This allows management to stay abreast of guest feedback and promptly address any concerns or negative sentiments that arise. **Proactive Engagement:** The hotel has adopted a proactive approach to engaging with guests online, responding promptly and professionally to both positive and negative reviews. This demonstrates a commitment to guest satisfaction and fosters a sense of transparency and accountability.

Service Improvement Initiatives: Based on insights gleaned from online feedback, The Grand Hotel Mumbai has implemented targeted service improvement initiatives aimed at addressing recurring issues highlighted by guests. This includes additional staff training, stricter quality control measures, and enhanced cleanliness protocols. **Promoting Positive Experiences:** In addition to addressing negative feedback, the hotel actively promotes positive guest experiences through online testimonials, user-generated content, and social media campaigns. This helps to counterbalance negative sentiment and showcase the hotel's strengths and unique offerings.

Crisis Response Plans: The hotel has developed robust crisis response plans to effectively manage and mitigate reputational risks arising from unforeseen incidents or negative publicity. This includes designated communication protocols, media relations strategies, and contingency plans for handling online crises. Overall, The Grand Hotel Mumbai's online reputation management strategy aims to not only address immediate guest concerns but also foster a culture of continuous improvement and excellence in service delivery. By leveraging online feedback and engagement to inform operational decisions and enhance brand perception, the hotel seeks to maintain

its position as a leading hospitality destination in Mumbai.

Q: i Evaluate the impact of online reputation management strategies on brand perception and guest satisfaction within a hotel organization.

(6 marks)

Q:ii How might you integrate guest feedback and online reviews into The Grand Hotel Mumbai's broader quality assurance and performance evaluation processes to continuous improvement and operational excellence across all facets of the hotel's operations? (6 marks)

Q:iii Analyze key metrics such as online reviews, social media sentiment, and net promoter scores to inform continuous improvement efforts and crisis response plans. (6 marks)

10) At the headquarters of the Indian Ministry of Tourism, a team of tech-savvy designers and developers gathers for a brainstorming session. Their mission was to revolutionize the promotion of India's World Heritage Sites through an innovative digital platform. As they sip on chai and flip through design mockups on their laptops, ideas flow freely. One team member suggests incorporating immersive virtual tours that transport users to iconic sites like the Taj Mahal and Khajuraho Temples from the comfort of their homes. Another proposes integrating interactive maps that allow users to explore lesser-known heritage gems tucked away in remote corners of the country. Meanwhile, the lead developer sketches out plans for a user-friendly interface with multimedia content, including 360-degree videos, historical narratives, and interviews with local experts, to provide visitors with a rich and immersive experience. With each idea, the team's excitement grows as they envision the transformative impact their digital platform could have on promoting India's rich cultural heritage to a global audience.

K6 (12)

Q i: Propose how can the integration of virtual tour and multimedia content on the digital platform promoting India's World Heritage Sites facilitate deeper understanding and appreciation of cultural and historical significance among users? (6 marks)

Q ii: What role does 360-degree videos and historical narratives play in providing users with an immersive experience? (6 marks)