School of Business

Bachelor of Business Administration Aviation Management
Semester End Examination - Jul 2024

Duration : 180 Minutes
Max Marks : 100

Sem III - D1UB302T - 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)	Develop a Tour Package of your choice of destination 2N3D.	K3(3)
2)	Analyze how latitude and longitude influence the climate and attractions of tourist destinations.	K4(4)
3)	Define the concept of tourist destinations and provide examples of different types.List three characteristics that differentiate cultural tourism destinations from natural tourism destinations.	K2(6)
4)	Describe the characteristics of two climatic regions and explain their relevance to tourism.Explain how knowledge of climatic regions can influence tourist preferences and travel decisions.	K3(6)
5)	Apply strategies to promote off-season tourism in a coastal destination to reduce overcrowding during peak seasons.Develop a plan to diversify the tourism offerings in a historical destination, incorporating both cultural and adventure attractions.	K3(6)
6)	Identify key differences between travel agencies and tour operators, considering their functions, responsibilities, and business models.	K4(8)
7)	Explore Leiper's Model of the tourism system. Discuss the key components that constitute this model and their interrelationships. How does Leiper's Model contribute to the comprehensive understanding of the tourism industry? Provide examples to illustrate the practical application of this model in classifying different types of tourism."	K3(9)
8)	Examine key strategies can Destination Management Organizations (DMOs) employ to enhance the sustainable development of tourist destinations? Provide examples of successful destination management practices that have positively impacted both the local community and the overall visitor experience.	K3(9)
9)	Evaluate the impact of adverse weather conditions or natural calamity on tourist activities and destination choices. Propose strategies for tourist destinations to leverage favorable weather conditions for tourism promotion.	K5(10)
10)	Analyze the role of transportation infrastructure development in	K4(12)

boosting tourism in a specific region.Propose innovative solutions to address challenges related to congestion and environmental impact in popular tourist destinations.

11) Assess the effectiveness of international organizations like WTO, IATA, UPTAA, AI, and IATO in promoting sustainable tourism practices.Forecast the potential future roles of these organizations in addressing emerging challenges in the tourism sector.   K4(12)

12) Read the Case Study_4 Case Study-Airbnb's Transformative Journey in Hospitality In the mid-2000s, Airbnb disrupted the traditional hospitality landscape by introducing a novel platform connecting hosts with travelers. Launched in 2008, Airbnb distinguished itself by offering a diverse array of accommodations, from quaint apartments to unique, offbeat lodgings, presenting an alternative to conventional hotels. This user-centric approach allowed hosts to monetize their spaces, while travelers gained access to personalized and budget-friendly lodging options. However, Airbnb's ascent was not without challenges. Globally, the platform faced regulatory scrutiny and controversies, particularly concerning its impact on local housing markets. Safety and quality concerns arose, prompting Airbnb to implement measures aimed at addressing these issues and fostering trust among users. Despite these challenges, Airbnb's global expansion has been remarkable, contributing to the sharing economy and leaving an indelible mark on local economies. The platform's adaptability was evident during the COVID-19 pandemic, with Airbnb swiftly introducing safety measures and innovative features to navigate the uncertainties of travel during this period. Discussion Questions: A.Differentiation and Success: What factors differentiate Airbnb from traditional hotels, and how have these differences contributed to Airbnb's success in the hospitality sector? (5 Marks) B.Discuss the challenges Airbnb has faced, including regulatory issues and safety concerns. How has Airbnb responded to these challenges, and what impact have these responses had on its reputation? (5 Marks) C. Reflect on Airbnb's adaptability during the COVID-19 pandemic. What specific measures did Airbnb undertake, and how might these adaptations shape the platform's role in the future of the hospitality industry? (5 Marks)   K5(15)