MBA, A DEGREE EXAMINATION, JUNE 2014

PART A

1. Differentiate wholesale and retail travel agency.

2. Enumerate the various functions of travel agency.

3. What is a travel itinerary? Explain the factors to be considered while planning travel itinerary.

4. Discuss about the kinds of package tour.

5. What is UMTA? And illustrate about its functions.

6. Explain about the Travel Agent Accreditation.

PART A — (6 × 6 = 36 marks)

TIME: Three hours

MAXIMUM: 100 marks

MANAGEMENT

TRAVEL AGENCY AND TOUR OPERATIONS

Tourism

Fourth Semester

MBTM 4002

M.B.T.M.

Questions:

(a) What are the role of travel agencies to promote tourism?

(b) What are the job opportunities given by tourism?

(c) Identify the merits of tourism.

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(e) What are the job opportunities given by tourism?

(f) Identify the merits of tourism.

(g) Discuss about the cultural changes in the mixture of the local uniqueness changes into cultural diversity imposed by the foreigners and be the local people may simply disappear and be displaced by those brought by the foreigners. However, the impact of tourism may destroy the local way of life. For instance, the customs, clothing, and traditions of the local people may be lost. Moreover, sometimes, tourism brings about new cultures. They may see how foreigners behave, and they may be influenced by those cultures.

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7. What is fit travel? Explain the reasons why Independent Travel can be better than Guided tours?

8. Discuss about the Advantages of packaged Tours to a consumer and travel agent.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Who is called tour operators? Explain about different types of tour operators.

10. Explain the sources of income of a travel agency.

11. Define Itinerary planning. List the basic steps required for planning an itinerary.

12. Explain various pricing strategies used by the tour operators.

13. What are the travel trade associations? Explain the activities of TAAI and PATA.

14. Write short notes on travel insurance and explain any four common risks that are covered by travel insurance plans.

15. Explain the various external factors affecting the tour operators.

16. What is special interest Tours? How it is differ from other tours?

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case study

Nowadays, it is almost a routine, that people every year go to holydays. Often they travel to the places abroad. These places are often very popular and well-known. Even though these places are popular, the countries still promote them and want more people to come. This is because tourism is very important for the economy but not in all cases for the citizens. If so, should countries encourage tourism? Firstly, tourism leads to the development of the country. The desire to attract tourists to a certain area often encourages governments to improve local facilities which is beneficial for both, citizens and tourists. On the other hand, the development of the country must be somehow controlled and planned in such a way, it does not destroy the natural beauty of the country. Over-development leads to ugly, crowded tourist spots and environmental damage. Consequently, the development if necessary but is has to be done thorough fully. Secondly, tourism has some positive and negative effects on a country's economy. Many people claim that tourism is an important source of income. This is illustrated by the fact that in the touristic countries are very few possibilities to find a job not connected