

Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**OPEN ELECTIVE - II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

**BA OE 04: Tourism Management**

**Time- 2 hrs Max Marks-60**

**This paper contains \_\_\_\_\_ printed pages and four parts**

**Section A**

**I. Answer any five of the following (5x2 = 10 Marks)**

1. Define Tourism.
2. Differentiate between a traveller and excursionist.
3. Who is a refugee?
4. What is meant by Tourism supply?
5. Who is a diplomat?
6. Who are ground handlers?
7. What is eco Tourism?

**Section B**

**II. Answer any three of the following (3x5 = 15 Marks)**

1. “Tourism is one of the world’s fastest-growing industries and a major foreign exchange and employment generation for many countries”. With this regard explain the types of tourism using a flowchart.
2. Explain the characteristics of tourism products.
3. “Resources are infrastructure, services and the conditions that attract tourists to an area and may contribute to the formulation of a tourism destination”. Discuss the man-made resources for tourism.
4. Discuss the different types of Itinerary.

**Section C**

**III. Answer any two of the following (2x10 = 20 Marks)**

1. Discuss the role of state in the promotion of tourism in India.
2. “There are different types of travel options and tourism packages that will help an individual experience the myriad tourist destination in India”. With reference to the statement discuss the different elements and deals with should be considered in a tour package.
3. “The tourist selecting to travel for business, leisure, pilgrimage, adventure or for other reasons, depends on motivation to visit destination”. Explain the different travel motivators in detail.

**Section D**

**III. Answer the following (1x15=15 Marks)**

1. British Airways is still one of the world’s largest and most powerful airlines. It was the first major European state-owned airline to be privatized and its privatization rejuvenated the ailing airline. Immediately after privatization its new management team transformed its organizational culture and brought about real improvements in customer service. Throughout the late 1980s and early 1990s the airline was a beacon of good practice and profitable operation – probably the world’s most successful airline at the time. Their success was based on new product development (new business class seats), rationalization, skilful promotion, acquisitions, franchising, and strategic alliances. Two business decisions which were perceived to be mistakes, namely the launch of ‘Go’ and the ‘global’ re-branding adversely affected the airline’s reputation with investors. Business travellers perceived that the airline, at times, was less interested in them than in spending, less frequently flying leisure travellers. This led to some of this important group becoming rather dis- satisfied with British Airways. Since the late 1990s, the external business environment has continued to deteriorate with threats for airlines like British Airways from economic crises, terrorist attacks and health concerns. There can rarely in history have been a worse business environment for airlines. British Airways has developed a negative reputation in some circles for its business practices dating back, perhaps, to its alleged ‘Dirty Tricks Campaign’ against rival airline Virgin Atlantic in the early 1990s. However, British Airways has also been involved in some excellent examples of good practice for which it has always not received credit, perhaps most notably its environmental policies and its help for conservation projects. British Airways is still a major global airline but its reputation has declined significantly since the heyday of its success in the mid-1990s. Some of this decline is due to some inappropriate management decisions, but much of it reflects the very difficult business environment for all airlines in recent years. It is ironic that as British Airways has declined, easyJet, always a critic of British Airways, has thrived.
2. Discuss the reasons why British Airways had become a very successful airline by the mid-1990s. (5M)
3. Critically evaluate the statement that the decline in British Airways fortunes in recent years is solely as a result of adverse changes in the business environment of airlines, worldwide. Does it affect tourism? (5M)
4. Discuss the future strategic options which British Airways could choose to take and decide which you think would be the best, explaining why you think so. (5M)