MB122E

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Travel Agency Management (Tourism)

(Non-CBCS Scheme) (Elective-E)

Course - MBSC-4.1E

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub question carries Three marks. (5×3=15)

1. a) Explain the significance of itinerary preparation in travel agency operations.
b) Identify the challenges associated with obtaining a travel visa for international travel.
c) Describe how guiding in wildlife parks differs from guiding at cultural monuments.
d) Discuss the role of a Global Distribution System (GDS) in travel agency operations.
e) Outline the key requirements for obtaining IATA approval.
f) What are the primary responsibilities of a tourist guide?
g) Justify why safety guidelines are crucial for adventure tour operators.

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Explain how travel agencies balance marketing strategies with customer service to enhance profitability.

3. Discuss the challenges faced by entrepreneurs in setting up a travel agency in today's market.

4. Discuss the ethical challenges faced by tourist guides in maintaining professionalism.

5. Deliberate the challenges faced by suppliers of tourist accommodations in meeting the demands of modern travelers.

6. Critically assess the effectiveness of safety and security guidelines in managing risks associated with water sports, aero sports, and adventure tourism.

7. Critically evaluate the challenges faced by travel agencies in providing comprehensive travel services, including ticketing, foreign exchange, and insurance, in a globalized market.

SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Analyze how the transition from the Renaissance to the Stream Age influenced the modern travel agency's evolution.

9. Evaluate the regulatory requirements and strategic considerations involved in setting up a travel agency in a competitive global market.

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10. Critically assess the importance of ethics and knowledge in guiding across different environments, including historical sites and natural reserves.
11. Evaluate the evoluation of the Global Distribution System and its significance in the integration of airline reservations, hotel bookings, and car rentals in the digital age.
12. Evaluate the complexities involved in managing travel formalities (passport, visa, customs, insurance) for large-scale international travel operations.

SECTION - D
(Compulsory)

13. **Case Study.** **(1×15=15)**

Background :

Thomas Cook, a British travel company with a history of over 178 years, collapsed in September 2019, leaving hundreds of thousands of tourists stranded and thousands of employees jobless. Thomas Cook was one of the pioneers of the package holiday industry, offering travelers pre-arranged holidays that included transportation, accommodation, and other services. However, despite its long history and iconic brand, Thomas Cook faced severe financial challenges in the years leading up to its collapse.

Several factors contributed to the downfall of Thomas Cook. The company had accumulated massive debts over the years due to various acquisitions and a declining profit margin in a highly competitive market.Additionally, the rise of online travel agencies (OTAs) and the trend towards independent travel bookings eroded Thomas Cook's market share.The company also struggled to adapt to changing consumer behaviors, such as the shift towards booking holidays online rather than through physical travel agencies.

Moreover, external factors such as political instability in key destinations, fluctuating exchange rates, and the impact of Brexit on consumer confidence in the UK further exacerbated Thomas Cook's financial woes. Despite several rescue attempts, including seeking additional funding from investors and negotiating with creditors, the company was ultimately unable to secure the necessary capital to continue operations, leading to its liquidation.

Questions:

a) What were the critical strategic errors made by Thomas Cook's management that contributed to the company's downfall? How could these have been avoided? **(4)**

b) Analyze the financial decisions made by Thomas Cook that led to its massive debt accumulation. What alternative financial strategies could have been employed to prevent this? **(4)**

c) Evaluate the role of leadership and corporate governance in the collapse of Thomas Cook. What lessons can be learned about the importance of leadership in crisis situations? **(4)**

d) How did the rise of online travel agencies and changing consumer behavior impact Thomas Cook? What strategies could the company have implemented to better adapt to these market changes? **(3)**

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