

CONCURRENT EVALUATION**MBA - SEMISTER IV****TOURISM & HOSPITALITY MANAGEMENT SPECIALISATION****TOURISM & TRAVEL MANAGEMENT -404****Faculty Name: Prof. Dr. Manisha Jagtap****Important Instructions:**

1. The subject is evaluated on the basis of the following component

Component No	Component	Marks	Submission Date
1	Case study Analysis	50	5th March 2025
2	Project Report	50	10th March 2025
3	Open Book Test /Term Paper	50	As per Internal Exam schedule

Component No	Component	Marks	Submission Date
1	Case study Analysis	50	5th March 2025

CASE 1 BUSINESS TO BUSINESS (B2B)

Customers, people and business organizations have taken advantages of communication technology with the help of internet and intranet. People leisurely and easily communicate with sellers and search about the products (goods, services) on the internet. Further, the process of buying travel and hospitality products start with the evaluation of the several alternative sources that are available on the internet. It is now helping customers to make a comparison between prices of the products. They finally reach at the stage of taking buying decisions. Even though, customers have found the direct communication with sellers very cumbersome for which a typical supply chain have emerged with multiple business to business transactions in travel, hospitality and tourism business. As travel agents or tour operating companies purchase components varied services from the principal service providers to assemble them into an appealing or attractive tour packages. As such raw materials are procured for use in its manufacturing processes and the finished products are then sold to individuals via business to consumer transactions. Business to business is the process by which businesses employ a multi-layered strategy consisting of web communications, email, media campaigns and relationship management for the purpose of converting targeted business prospects into customers. B2B refers to business that takes place between companies, rather than between a company and an individual consumer. This business format allows deeper integration between the manufacturers and distributors or wholesalers involved in tourism production and distribution processes. While the B2C makes the tourism product more easily available to direct customers. As the desires of the customers vary from individual to individual, and there have been several changes over time. This kind of business requires high flexibility along with fast customer responses. The travel companies as distributors or wholesalers can act in a faster and more efficient way. It becomes faster mainly when there is a high level of integration allowing close interaction with other companies (suppliers or customers) involved in production and supply

chain process. It results in the benefits for the whole chain of suppliers converging to the consumers. The business to business concept in package tour operation of Thomas Cook explains that there exists a perennial business linkage between Thomas Cook as an agent, operation and consolidator with the principal service providers like hotels, airlines, coach and car rental companies, catering services, theme parks, etc. At the same time, Makemytrip.com has become a leader in online travel agency business with much importance on B2B format of running and maximizing the revenue. Big companies like airlines, hotel chains and small companies (even a one person travel agent) can work together with more efficiency. Irrespective of the locations geographically, integration can be possible through web technology. Several managerial processes are involved for processes compatibility, information channels and trust for ensuring a high degree of standardization. It has become possible to operate as a single virtual enterprise. The tourism marketplaces are filled with a large number of tourism service suppliers targeting it reach a multiplicity of tourist markets. They usually target the tourists directly and develop positive messages about their products through promotion channels. They finally work with intermediary distribution channels to sell a range of services tailored to the customers' needs. Analysis, Strategy and marketing mix are the key tools in producing, promoting and distributing tourism products at several geographical locations to diverse customers. Inevitably, there are many travel organizations involved in commercialization of business strategies. The concept of Business to Consumer (B2C) explains that tourism service suppliers can use a range of direct marketing channels such as database and internet marketing to attract customers directly by removing other complex channels. The advantage is having a greater control over the message sent and the type of tourist attracted. The disadvantages include a greater financial risk and it has high start up costs. It is however found that the trend of business turnover of online travel companies including the online segments of traditional travel companies is not so encouraging as it is seen from the outside. In the B2B, the main focus is laid on the suppliers to transact through intermediaries for selling individual services or packaging them or doing the marketing and booking. Tourism suppliers benefit from outsourcing the cost and risk of marketing. The advantages are diversification of markets that can reduce risk, increase a potentially secure level of business and ensure the fixed commissions. All these can make the travel companies to consolidate the financial planning and management. However, the challenges are less control over marketing messages, markets and income streams. Most often, tourism suppliers combine the (B2C) and via distributors

(B2B). In the latter case, intermediaries are used to provide a baseline level of business to ensure minimum occupancy rates or load factors. It provides a contribution towards fixed costs of capital repayment and salaries. At same time, in the B2B or B2C format, direct marketing is also preferred to stay connected with the repeat visitors by relying on particular market segments and for specific promotions. Finally, travel companies can only be successful in the online business with the sound knowledge of management of funds and the interest of intermediaries in the supply chain. The crucial question is that online travel companies have streamlined the supply chain network and supplier of tourism companies have almost resorted to the online transactions i.e. B2B and B2C. Online format shall take longer time to resolve the issues and challenges related to supply chain and retailing of travel products.

Questions

1. What is online supply chain? And how it is networked in case of tour operating and travel agency business?
2. What are the advantages that online travel companies accrue from this mushrooming of online transaction of B2C.
3. Has B2B business become an acceptable business format in tour operation and travel agency business?
4. What Makemytrip.com has not been making more profitability despite heavy investment and robust supply chain?

CASE 2: PATA AND RESPONSIBLE TOURISM PRACTICES

PATA is a non-profit travel trade association serving government tourist offices, airlines, hotels and other travel-related companies throughout the Asia Pacific region. This regional association provides leadership to the countries committed for the promotion of tourism by coordinating and promoting environmental and economic sustainability, cultural preservation, and social responsibility. PATA engages in the following activities related to sustainability and social responsibility:

- PATA Charter of Sustainability and Corporate Social Responsibility
- APEC/PATA Code for Sustainable Tourism

- PATA Traveler's Code
- PATA Sustainability and Social Responsibility (SSR) Committee Good Practices
- PATA Gold Awards (including environmental and social engagement)
- PATA Foundation.

The Code for Sustainable Tourism has been adopted by both PATA and APEC as a reflection of strong commitment to tourism growth across the Asia and Pacific region for viable and sustainable tourism.

- Conserve the natural environment, ecosystems and biodiversity
- Respect and support local traditions, cultures and communities
- Maintain environmental management systems
- Conserve energy and reduce waste and pollutants
- Encourage a tourism commitment to environments and cultures
- Educate and inform others about local environments and cultures
- Cooperate with others to sustain environments and cultures

The PATA in collaboration with China International Heritage Towns Exposition organizes the China Responsible Tourism Forum (CRTF) every year. The forum aims to help, protect and preserve the heritage and culture of ancient villages in China, while responsibly developing these villages to boost tourism.

Consumer travel trends indicate that tourists want to travel responsibly and connect with people and culture in an authentic way. The forum works on the threat that mass tourism poses to these communities and their residents. More importantly, the forum also highlights the value-based tourism activities in those villages.

Esteemed international and local Chinese experts discussed the ways of implementing responsible tourism development and exchange of ideas in developing and managing tourist sites and attractions. They are also working towards the sustainable and scientific development strategies for deriving economic benefits from cultural assets.

In keeping with PATA's code for responsible tourism, Bali Discovery Tours embraces a program of environmental and cultural preservation.

- To adopt practices for conservation of the environment, including the use of renewable resources in a sustainable manner and conservation of non-renewable resources.
- To emphasize on Conservation of the flora and fauna habitat as well as all cultural sites.
- To consider the community attitudes and cultural values and concerns, including local custom and belief, in the design and execution of our tour products.
- To undertake environmentally responsible practices, including waste management,
- To make compliance with all local, national and international environmental laws, recycling and energy use.
- To foster an understanding and respect for environmental and cultural conservation values among our management, employees, contractors and customers.
- To share our vision of responsible tourism by providing guidelines and suggestions
- To encourage and accept criticism and input from clients and employees in the never ending effort to preserve the natural environment to our clients at the commencement of all our tour programs.

It is however reported that international tour operators are the signatories of the pledge for the responsible tourism practices at the destinations. Many of these practices or principles remain to be the philosophy rather than the policies for implementation due to the lack of harmony between tour operators and the government or destination management agencies.

Questions

1. What are the responsible tourism practices of PATA?
2. What are the objectives and activities of the China Responsible Tourism Forum?
3. How has the Bali Discovery Tours embraced the PATA's code for responsible tourism practices?
4. Why many tour operators are failed to obey the responsible tourism practices?
5. Do the responsible tourism practices of PATA remain to be myth or reality? Discuss.

CASE 3: CHALLENGES OF ONLINE TRAVEL AGENTS

Global competition has forced local travel industry to adopt new global business standards to compete in its traditional markets. In return, the local travel and tour operation companies are

finding much diversification of business in the new overseas and domestic tourism markets. Travel agencies are becoming increasingly aware and prepared to face the burgeoning growth of online travel agents as a result of Internet. Tour operators have found the dependence on online business to decrease the transactional costs, including the costs for users of tourism services.

For the sale of airlines tickets, airlines do take the help of online travel portals and hotels also take the help of online travel agents for the sale of hotel rooms. The online travel companies are aware of the consequences of online transactions and are taking the advantage of the information and communication technology for the larger market share.

Giving varied discounting is a major trend of online travel agents to increase the sales. The effect of B2B and B2C model has significantly reduced the cost and that results in the reducing the prices of airline tickets, hotel rooms, etc. For example, consolidator like Groupon has entered into the market offering discounts of 50 per cent or more when more customers sign up for a vendor's offer. The range of products and services being sold continues to find better market areas.

In addition, hotel chains increasingly bank on the social media sites like Facebook and Twitter to build a network of potential customers. Hotels offer limited-time special offers to sell off the unused room inventory during the off season. A second key trend is personalization of tourism services. Everyone wants the tailored-made programmes to their needs.

Traditional travel agencies still face the big challenges in their shift online. The first challenge is to develop the multi-channel strategy that is not an easy task to accomplish as far as the constraints of travel business is concerned. Travel agencies trace the background of customers and reach them over the Internet, mobile and social media channels.

The most important challenge that traditional travel agencies are facing is to find the right mix in their online product and services offers. In order to make their online channel more profitable and alluring, they include additional products such as hotels, (dynamic) holiday packages and flight related ancillary services like airport VIP lounges and fast tracks or priority boarding.

Low internet penetration was the major challenge for the online travel companies. Another challenge is the habit of Indian travellers. The habit of buying an air ticket through a travel agent and booking a hotel room through calling the hotel directly takes long time to change. It is essential to change the habit that online travel agents are doing all possible efforts to covert

the traditional customers to tech-savvy users of online services.

Online travel is the driving force in the e-commerce segment and has brought about revolution in the travel market in India. It has global contribution of 70 per cent of all e-commerce activities. However, the internet availability, broadband penetration and the prevalence of online banking and credit/debit card is very low India. The volatility in the aviation industry not only impacts the inventory and pricing, but also the consumer sentiment while buying a travel product. It is reported that that the online travel portals are facing numerous new challenges such as rapidly rising costs, meeting customer expectations and enormous economic pressures. At the same time, the challenges of the India Online travel agents are given below.

- Problems in deciding the distribution of products through multiple online and offline sales channels while managing inventory.
- Pressure to up sell and proper management of the seat sold
- Changing economic conditions
- Difficulty in deciding the charges as a flat fee or a commission
- New financial regulations

In view of the above challenges, the online travel agents are still bleeding with losses or many of them are toying hard to reach the breakeven point. In one hand, the users of online purchase of travel services and solutions are becoming more and the dependence is also becoming more. Can these challenges be overcome? How long it will take?

Questions

1. What are the critical features of an online travel agent?
2. Why there is an increase in number of market share of online travel agents?
3. Why the online travel agents are bleeding with losses?
4. What are the challenges before the online travel agents?
5. Can the challenges be overcome? Suggest your ideas to handle the challenges

CASE 5: ZERO COMMISSION AND DIVERSIFICATION OF REVENUE GENERATION

Traditionally, travel agents used to depend largely on the ticket sales for the bulk of share of total revenue. With airlines selling tickets directly to travellers through multiple e-ticketing

platforms, travel agents do not have any choice and they are out from their dominant business haven. This direct sales method is a global trend resulting from the need for airlines to maximize revenues or minimize loss while keeping costs down. As such majority of airlines are facing the challenge of breakeven and other issues leading to the closure of the companies. For example, Kingfisher airlines shut down the services abruptly in 2011 due to the heavy losses. International and domestic airlines used to offer 8 and 5 per cent commission on a ticket sold to travel agents respectively. However, it was gradually reduced to one percent and it is now zero percent due to overheads cost. It is observed that several airline sites even offer reduced costs and extra incentives for customers ordering tickets online.

Zero percent commission and ticket booking through website is one of the 47 recommendations of Prof. Dholakia Committee Report on the cost cutting in Air India. The Ministry of Civil Aviation has accepted all these recommendations. The Zero Commission policy on ticket sales adopted by almost all airlines

has forced the travel agencies to switch over to the new streams of revenue along with new services.

- To reduce their reliance on airline commission payments, travel agencies are resorting to the following strategic options to sustain and survive in the business.
- Streamlining operations and controlling staff costs whilst ensuring the customer feels as little impact as possible
- Expanding or moving into the leisure business where commissions on non-air products remain high (cruise & hotel)
- Specializing in geographic areas or becoming niche players for specific leisure products (e.g. destination weddings, student travel, group travel & cruises only)
- Establishing a service fee driven business model

Diversification is a form of growth strategy. Growth strategies involve a significant increase in performance objectives (usually sales or market share) beyond past levels of performance. Diversification strategies are used to expand firms' operations by adding markets, products, services or stages of production to the existing business. Many organizations pursue one or more types of growth strategies.

- Coffee shops
- SMS marketing

- MICE
- Foreign exchange
- Courier service
- Film ticket booking

Travel agencies are now adopting the E-business revenue models, Digital Content Revenue Model, Advertising-Supported Revenue Model and Fee-for-Transaction Revenue Model.

Questions

1. What triggered the airlines to stop paying usual commissions when travel agents still play dominant role in the airline markets?
2. What are the diversified sources of revenue for travel agents now?
3. What are the business strategies of travel agents to overcome this zero commission challenge?

CASE 5

Travel industry is a key employer of tourism industry and it employs qualified and trained personnel for handling varied jobs. As such travel industry is facing the acute shortage of employable personnel. One of the challenges before the global travel industry is to ensure the supply of quality human resources. Travel agencies and tour operators used to recruit the people without training and provided them on-the-job training to handle the booking or operations of travel business. The job requirements have undergone changes with the change in the structure of travel business today. One of the important contributions of UFTAA, being a global representative of travel agency, customized the courseware for the professionals or novice to be attracted towards the course and career. It has become extremely successful ever since the IATA-UFTAA courses have been launched. It has catered the needs of supply of human resources across the countries with the distance and regular mode of the programmes.

UFTAA is a world body representing the travel agencies and tourism industry. It effectively represents travel agents' and tour operators' views on both inbound and outbound travel by continuous dialogue and consultation with other international organizations. It seeks to encourage travel among people of all nations and to support the freedom of travel throughout the world.

UFTAA is dedicated to Education and Training activities with the help of its dedicated Educational Academy. It has an active partnership with the IATA/UFTAA Training Programme. It includes a four-level educational programme. The new courses also include

Marketing and Management education. The IATA/UFTAA programme is jointly offered and it is the most complete travel and tourism training programme designed professional to build career in the travel and tourism industry or upgrade professional competence. The qualifications offered are recognized under the terms of the IATA Resolutions applicable to IATA's accreditation of travel agents.

The IATA/UFTAA International Travel Agents Training Program was launched in 1972 to meet the growing demands for well trained staff in Travel Industry. It is now available almost all over the world. The IATA/UFTAA Diploma has become a hallmark in the travel industry. It is known for its quality standards in training. It has gained worldwide recognition and acceptance as a high quality training programmes with exhaustive and need-based modules.

The IATA/UFTAA International Cargo Agents Training Program was launched in 1977 to meet the growing demands for trained staff in cargo agencies. The IATA/FIATA International Cargo Agents Diploma has gained worldwide industry recognition as a quality qualification.

The IATA/UFTAA and the IATA/FIATA programmes are basically designed for promoting self-study courses. At the same time, it is also offered as regular courses by Authorized Training Centers across the world. Two type of courses namely Foundation & Consultant courses are conducted by IATA/UFTA.

The IATA/UFTAA's Training and Development Institute trains more than 35,000 aviation professionals. More than 200 courses are developed around IATA's areas of expertise and commitment to promoting industry standards worldwide. These are the facilities of the IATA/UFTAA.

- 12 State-of-the-Art training centers with over 200 IATA Instructors
- Training delivered in the classroom, on-site and via distance learning
- Worldwide locations through IATA Global Training Partners
- Instructions in English, French, Spanish and Mandarin

Questions

1. What was the need for the UFTAA to take the lead role in crafting the exclusive courses for travel personnel?
2. How these courses are offered across the centers?
3. What are the facilities of the centers for offering?

Component No	Research Project	Submission Date :
2		10 th March 2025

Topic: The Impact of Online Gaming on Travel Destinations

Structure:

Introduction

Overview of the topic.

Importance of studying the impact of online gaming on travel destinations.

Objectives of the research.

Literature Review

Review existing literature on online gaming trends and their influence on travel behaviors.

Explore studies, articles, and reports discussing the relationship between online gaming and travel destination choices.

Examine theories and models relevant to understanding the impact of online gaming on travel decisions.

Methodology

Describe the research methodology used for secondary research.

Explain the sources of data (academic journals, industry reports, etc.).

Justify the selection of secondary research methods for investigating the topic.

Online Gaming Behavior Analysis

Analyze online gaming behavior patterns, preferences, and motivations among different demographic groups.

Investigate how online gaming experiences influence travel decisions, including destination choices, trip planning, and activities.

Impact on Travel Destinations

Identify potential impacts of online gaming on travel destinations.

Discuss changes in tourist preferences, emerging trends in gaming-themed tourism, and destination marketing strategies influenced by online gaming.

Case Studies

Select case studies of travel destinations that have been impacted by online gaming trends.

Analyze how these destinations have adapted to or capitalized on the influence of online

gaming to attract visitors.

Opportunities and Challenges

Identify opportunities for travel destinations to leverage online gaming trends.

Discuss challenges and potential risks associated with the intersection of online gaming and travel destinations.

Strategies for Travel Destinations

Propose strategies for travel destinations to harness the influence of online gaming effectively.

Suggest innovative approaches to incorporate gaming elements into destination marketing and tourism products.

Conclusion and Recommendations

Summarize key findings of the research.

Provide recommendations for policymakers, destination managers, and tourism stakeholders based on the research findings.

References

List all the sources cited in the research report following a consistent citation style (e.g., APA, MLA).

Submission Date: 10th March 2025

Submission Instructions:

- Name your file as : **T&TM404 < Student Full Name >**
- File Format: **MS WORD**

Send it on mailid: drmanishajagtapdimr@gmail.com **AND SUBMIT HARDCOPY ALSO**

Component No	Open Book Test / Term Paper	Submission Date :
3		As per the schedule