

Roll.No.

23UTTCT6015

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - NOVEMBER 2025  
SEMESTER - VI

**23UTTCT6015 - Tourism Entrepreneurship**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Define and explain the difference between Entrepreneur and Entrepreneurship with suitable examples from the tourism industry.
2. Examine the characteristics of a successful tourism entrepreneur. How do these traits differentiate them from conventional business owners in other industries?
3. Discuss the concept of entrepreneurial culture. How can developing an entrepreneurial culture contribute to innovation and sustainability in the tourism sector?
4. Analyze how a business strategy helps tourism entrepreneurs to position their products and services effectively. Illustrate your answer with examples from successful tourism enterprises.
5. Evaluate the different sources of finance available for hospitality entrepreneurs in India, such as banks, venture capital, government tourism schemes, and crowdfunding.
  - If you were to launch a hospitality start-up, which financing method would you choose and why?
6. Explain the role of transportation entrepreneurship in promoting tourism development.
7. List and describe the different forms of business organization (such as sole proprietorship, partnership, private limited company, and cooperative society) suitable for tourism enterprises.
8. Explain the legal considerations and statutory requirements involved in setting up a tourism enterprise in India. Why are licenses, registrations, and compliance essential for tourism businesses.

## Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Case:

Following the government's "Dekho Apna Desh" campaign, Ankit Verma launched an adventure tourism company in Uttarakhand, offering trekking and river rafting packages. Frequent landslides and changing environmental policies affected his business operations.

Question:

- Evaluate the impact of political and natural environments on Ankit's business sustainability?
- How can tourism entrepreneurs mitigate such environmental and policy-related risks?
- Which entrepreneurship theory best explains Ankit's ability to adapt to these external changes?

10. Assume you are a tourism entrepreneur planning to start a travel start-up in a competitive market.

- How would you understand your customers and identify their preferences?
- What methods would you use to analyze your competitors and create a strategic advantage?

11. Analyze the various factors that influence the risk and return in hospitality entrepreneurship.

12. Evaluate the potential of eco-friendly and technology-driven transportation services (e.g., electric vehicle tours, app-based cab systems, or bike rentals) as sustainable tourism business opportunities.

13. Evaluate the concept of intrapreneurship within large tourism and hospitality organizations. Discuss how special programmes of assistance (like government training schemes, incubation centres, or innovation grants) can promote intrapreneurial initiatives in the tourism sector.

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