MB116E

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, May/June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Tourism Development (Elective - E)

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Q1) **Answer any five sub questions. Each sub question carries three marks :** **[5 × 3 = 15]**

a) What are the features of tourism product?

b) What do you understand by Rural Tourism?

c) What is gastronomy tourism?

d) What do you understand by Affordability?

e) What is Tourism supply?

f) What do you mean by inter Tourism?

g) What is Tourism destination?

SECTION - B

Answer any four questions. Each question carries five marks : **[4 × 5 = 20]**

Q2) Explain the motivators of modern tourism.

Q3) Discuss briefly the stakeholders in tourism development.

Q4) What are the elements of tourism destination development?

Q5) Discuss the tourism satellite accounting in tourism.

Q6) What are the different types of tourism planning?

Q7) Explain the unit of measurement is survey of travel and tourism.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

Q8) Discuss the new areas of development of tourism with suitable examples.

Q9) Explain the role of mass tourism development on Indian economy.

Q10) Discuss the factors for the development of medical tourism in India.

Q11) Explain the levels of tourism planning with relevant examples.

Q12) Discuss the rural tourism potentiality of Karnataka with examples.

SECTION - D

Q13) **Case (Compulsory) : [1 × 15 = 15]**

Benidorm is a seaside resort on the eastern coast of Spain; part of the Valencia region's famed Costa Blanca. A tiny fishing village till the 1960s, it's now a popular Mediterranean holiday destination known for its nightlife. Its 2 wide sandy beaches, Levante Beach and Poniente Beach, are backed by palm-lined promenades, bars and rows of skyscrapers .The growth of mass tourism led to places along the Mediterranean having huge renovations. Where vine-yards and fishing harbours once where, were replaced with a concrete jungle of high-rise flats, apartments, roads, hotels, airports and enlarged harbours for yachts.

Questions :

a) Discuss the growth and development of tourism in Spain.

b) Discuss the positive and negative impact of Mass tourism.

c) Explain the adoptability of sustainable tourism principle and its significance in Tourism development in Spain.

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