MBSC-3.1E

Sl.No. :

Total No. of Pages : 2

Third Semester M.B.A. Degree Examination, February - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
Elective E : Tourism
Tourism Development

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

SECTION - A

Answer any five questions. Each question carries five Marks. [5 × 5 = 25]

Q1) What is tourism? Explain.

Q2) Explain the eco-friendly tourism.

Q3) Mention the sources of tourism motivation.

Q4) Discuss the various strategies in sustainability tourism development.

Q5) Write a note on evolution of tourism marketing.

Q6) Explain the behavior of customer in tourism.

Q7) What are the challenges faced by tourism industry?

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Discuss the classification of tourism.

Q9) Explain the major components of tourism product.

Q10) Discuss the impact of tourism in traditional life styles.

Q11) Describe the role of travel agent in tourism development.

Q12) Explain the role of advertising in promoting tourism industry.

Q13) Critically evaluate the relationship between tourism and environments.

SECTION - C

Q14) **Case Study (Compulsory)** **[1 × 15 = 15]**

It is clear that if a tourism destination is to succeed, good planning must take place. Planning is critical to the competitiveness and survival of destination. Planning must take in to consideration not only the economic and financial interests of the public and private sectors, but also the concerns of the residents of the resort destination and the visitors and their preferences. Destination planning involves a number of steps and activities that include designing, financing, developing and marketing of a destination to attract the visitors. It requires co-operation and commitment of a number of different segments including government and community leaders, architects, engineers, investors, economists, environmentalists and others to ensure the sustainability of destination.

Questions :

i) 'Why is tourism planning important? What are the major segments of destination plan?

ii) Enumerate the essentials of National Planning Policies for Destination Development.