MBSC-3.1E

Sl. No.

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

MANAGEMENT

Tourism Development

Tourism (Elective - E)

(CBCS SLM Scheme)

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

SECTION - A

Answer any FIVE questions. Each question carries Five marks. **(5×5=25)**

1. List and explain the 4 A's of tourism.

2. Write a short note on tourism development in India.

3. Explain the role of KSTDC in promoting tourism in Karnataka.

4. Assume you are a travel guide in Karnataka. Suggest a 2 - day itinerary covering three major tourist spots and explain why you selected them.

5. What are the major constraints of tourism development in India?

6. Write a short note on the reasons for the growth of mass tourism.

7. You are asked to design a tourism package for foreign tourists visiting Hampi. Suggest two packages highlights and justify your choice.

SECTION - B

Answer any Four questions. Each question carries Ten marks **(4×10=40)**

8. Explain the development of tourism in France and Italy.

9. Describe the economic impacts of tourism.

10. Discuss the importance of the stakeholder approach in tourism development.

11. Imagine you are a Tourism Planner. Prepare a simple tourism master plan outline for a coastal destination in India (mention at least 4 elements).

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12. A city is facing over - tourism. As a tourism manager, suggest strategies to balance sustainability and economic growth.

13. You are working for a travel company. Explain how Information technology can improve the tourist experience.

SECTION - C

14. Case Study (Compulsory). **(1×15=15)**

Kerala is one of India's leading tourism destinations, famous for its backwaters, Ayurveda and ecotourism. The government's initiative "Kerala Responsible Tourism" has balanced community participation, sustainablility, and economic benefits. However, challenges like over - dependence on seasonality, natural disasters, and competition from other states remain.

Questions:

a) Analyse Kerala's tourism strategy.

b) Identify key strengths and challenges.

c) Suggest measures to enhance sustainable tourism in Kerala.
