MBSC 3.1E

Sl.No. :

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Third Semester M.B.A. Degree Examination, June - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
Elective - E: TOURISM
Tourism Development

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

Instruction : ***Answer all the sections.***

SECTION- A

Answer any five questions. Each question carries five marks. : **[5 × 5 = 25]**

Q1) Discuss the tourism potentials of Karnataka and the challenges it faces in realizing this potential.

Q2) What factors contribute to the growth of adventure tourism, and how does India benefit from it?

Q3) Discuss the role of information technology in enhancing the efficiency of travel agencies.

Q4) Discuss the importance of tourism planning at the national level for sustainable tourism.

Q5) Discuss the importance of tourism planning at the national level and how it impacts regional tourism.

Q6) How is SWOT analysis used in identifying and evaluating potential tourist destinations?

Q7) Explain how tourism contributes to the balance of payments of a country.

SECTION- B

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

Q8) Discuss the importance of accessibility in tourism development and how it impacts tourist arrivals at a destination.

Q9) Discuss the importance of a top-down approach in the tourism planning process and how it differs from a bottom-up approach.

Q10) Explain the concept of the tourism destination life cycle and the stages a destination passes through.

Q11) Discuss the major motivators of modern tourism and how they influence tourist behaviour.

Q12) Describe the impact of information technology on the accommodation sector and how it has improved the guest experience.

Q13) Give an overview of tourism in foreign countries.

SECTION - C

Case (Compulsory) : [1 × 15 = 15]

Q14) Coastal Karnataka has been recognized as a potential hotspot for eco-tourism due to its natural beauty, diverse wildlife and cultural heritage. The region boasts scenic beaches, forests and religious sites that attract both domestic and international tourists. However, unplanned mass tourism, pollution and lack of infrastructure have posed significant threats to the sustainability of tourism in this area.

A recent tourism master plan for Coastal Karnataka emphasized the importance of promoting eco-tourism and developing a sustainable tourism model that would balance environmental conservation with economic benefits for local communities. The plan includes recommendations for improving accessibility, building eco-friendly accommodations, developing rural tourism and promoting local culture.

The stakeholders involved include local government bodies, tourism operators, environmental organizations and local communities. There is a clear need for collaboration among these stakeholders to ensure that the region's natural resources are preserved for future generations, while also providing livelihood opportunities for the local population.

Questions :

A) What are the key components of a sustainable tourism development model, and how can they be applied to Coastal Karnataka?

B) How can the Three A's of Tourism (Attractions, Accessibility and Accommodation) be enhanced in Coastal Karnataka to promote eco-tourism?

C) Identify the major challenges in promoting eco-tourism in Coastal Karnataka and suggest strategies to overcome these challenges.

D) How can stakeholders collaborate effectively to ensure sustainable tourism development in the region?

