MBSC-3.1E

Sl. No.

III Semester M.B.A. Degree Examination, October/November - 2025

MANAGEMENT

Elective - E : Tourism

Tourism Development

(CBCS Scheme)

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

SECTION - A

Answer any Five sub-questions. Each question carries Five marks. (5×5=25)

1. Discuss the different types of accommodations available in tourism and their role in enhancing the tourist experience.
2. Discuss the direct, indirect, and induced economic impacts of tourism.
3. Discuss the key motivators of modern tourist behavior.
4. Explain the impact of information technology on the accommodation industry.
5. Explain the concept of financial planning in tourism and its role in destination development.
6. Explain the role of state-level tourism planning in developing local tourism resources.
7. Explain the significance of setting clear objectives in the tourism planning process.

SECTION - B

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

8. Explain the concept of the "Three A's of Tourism" and how they contribute to the success of a tourism destination.
9. Define tourist typologies and explain their significance in understanding tourist behavior.
10. Explain the concept of spatial tourism planning and how it contributes to the organized development of tourism in different regions.
11. Describe the role of accommodation in the Five A's of Tourism and how it influences the overall tourism experience.

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12. Explain the role of information technology in travel agencies and how it has transformed travel booking and services.

13. Differentiate between urban and rural tourism planning and discuss the key factors that need to be considered in both types of planning.

SECTION - C

14. Case (Compulsory). **(1×15=15)**

With the rise of information technology, the tourism industry has experienced rapid growth, particularly in the area of mass tourism. Online booking platforms, mobile apps. and social media have revolutionized how tourists research, plan, and book their trips. Tour operators and travel agencies have adapted to these changes by leveraging digital tools to provide personalized experiences for tourist.

However, mass tourism has also led to overcrowding in popular tourist destinations, environmental degradation, and a decline in the quality of life for local residents. A city in Southern France, which used to be known for its historical charm and peaceful ambiance, has become overwhelmed with tourists due to aggressive online marketing and social media influencers promoting the destination. The local government is now looking for solutions to manage mass tourism while preserving the cultural and historical essence of the city.

The city's tourism planning body is considering implementing a cap on the number of tourists, promoting off-season travel, and investing in digital tools that help monitor tourist behavior. They are also exploring ways to use technology to encourage responsible tourism practices among visitors.

Questions:

a. How has information technology contributed to the growth of mass tourism, and what are the positive and negative impacts on popular tourist destinations?

b. What strategies can be implemented by the local government to manage the challenges posed by mass tourism in the city?

c. Discuss the role of digital platforms in promoting responsible tourism and reducing the negative effects of mass tourism.
