



MBA(TT)IV/05.14.0364

**MBA (TRAVEL AND TOURISM) DEGREE IV SEMESTER EXAMINATION
MAY 2014**

**SMT 2404 DESTINATION MANAGEMENT
(2012 Admissions)**

Time: 3 Hours

Maximum Marks: 50

**PART A
(Answer ALL questions)**

(5 x 2 = 10)

1. Define MICE tourism.
2. What is heritage tourism?
3. What is environment impact assessment in the context of destination management?
4. What is the difference between advertising and public relations?
5. What is eco tourism?

**PART B
(Answer ANY FIVE questions)**

(5 x 4 = 20)

6. How can we assess various travel markets?
7. Enumerate the negative and positive socio cultural impact of tourism.
8. Explain the role of advertising and public relation in destination management.
9. Explain carrying capacity in the context of destination management
10. Explain the process/steps involved in destination development.
11. Explain the different sources of support and resistances involved in destination development.
12. Explain the steps involved in EIA.

**PART C
(Answer ANY TWO questions)**

(2 x 10 = 20)

13. Describe the role and the various activities involved in destination marketing.
14. Explain five different types of tourism with examples.
15. Explain the various steps involved in planning and development of a tourism destination with an example.