



MBA.TT.IV/05.13. 0467

**MBA (TRAVEL AND TOURISM) DEGREE IV SEMESTER EXAMINATION
MAY 2013**

SMT 2407 DESTINATION MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. A. Explain the factors determining travel decisions and travel behaviour.

OR

- B. What are the key constraints that effect leisure travel? Explain each of them with examples.

- II. A. What are the socio-cultural impacts of tourism? Explain why a destination region is sensitive to the socio-cultural impacts.

OR

- B. Explain why local community members create resistance and how can they extend their supports for effective destination management.

- III. A. How can tourism potential of a destination be evaluated? Explain.

OR

- B. Explain the different stages for tourism planning. How development is associated with tourism planning?

- IV. A. Explain the various methods for assessing environmental impacts and suggest methods for controlling negative impacts.

OR

- B. What are the attributes of a conventional health tourism destination and how can they attribute?

- V. A. Explain Seven Ps for tourism destination management.

OR

- B. What is the need for public relation in tourism and what are the public relation channels used for promotion of Indian tourism in overseas?
