

MBA.IV/04.17.0476

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MBA (TT) DEGREE IV SEMESTER EXAMINATION APRIL 2017

SMT 2404 DESTINATION MANAGEMENT
(Regular and Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Define Destination Management.
2. State how tourism may pollute destination environment.
3. Elucidate matching of supply and demand in tourism.
4. Distinguish between medical tourism and health tourism.
5. What is market segmentation?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. "Tourism has undergone a sea change in the 21st century". Substantiate the statement with reference to the trends in global tourism that influence tourists' behavior.
7. Bring out and explain the factors that pose hurdles to leisure tourism in international destinations.
8. Describe the importance of socio-cultural planning for destination development.
9. Define Ecotourism and explain its components.
10. Highlight the target markets on which India Tourism has laid focus and elaborate the reasons for those strategies.
11. Elucidate the methods through which tourism potential can be evaluated.
12. Present the strategic considerations involved in promoting festivals as tourism attractions with suitable examples.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Explain with appropriate examples the positive and negative socio-cultural impacts of tourism.
14. What is Public Relations? Explain the significance of PR in tourism.
15. Discuss the contemporary challenges in destination management.
