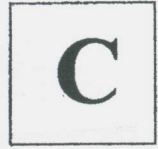


MBA(TT).IV/04.15.0506

Reg. No.

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M.B.A. (TT) DEGREE IV SEMESTER EXAMINATION MAY 2015

**SMT 2404 DESTINATION MANAGEMENT
(Regular)**

Time: 3 Hours

Maximum Marks: 50

**PART A
(Answer ALL questions)**

(5 × 2 = 10)

1. What is a tourist destination?
2. Define Eco tourism.
3. What is MICE tourism?
4. What is EIA?
5. Explain the concept of business level.

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

(5 × 4 = 20)

6. Describe the constraints to leisure travel.
7. Explain the environmental impacts of tourism.
8. Discuss the stages of plan formulation for destination development.
9. Give a brief account of health tourism destinations in India.
10. Explain the process of assessing the travel markets.
11. Discuss the role and functions of Destination Management Organizations.
12. Discuss the importance of identifying new tourist destinations.

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

(2 × 10 = 20)

13. Discuss the emerging trends in the inbound tourism in India.
14. Discuss the factors influencing tourist behavior in a destination.
15. Highlight the various destination-marketing strategies suitable for Indian tourist destinations.
