

MBTM 3004

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Third Semester

Tourism

**Paper XIV – DESTINATION PLANNING AND
DEVELOPMENT**

(2012-13 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight.

1. What are the Tourism Destination Planning Guidelines?
2. What are the techniques of assessment of tourism potentials?
3. Examine the strategies of planning for sustainable tourism development.
4. How far Puducherry is viewed as a Brand Ambassador for creating Unique Destination of Tourism?
5. What are the attributes of Destination Image Development?

6. Examine the role of urban civic bodies in Tourist Destination Development.
7. Write a note on PPP mode of Institutional support for Destinations.
8. What are the characteristics of rural tourism planning?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight.

9. Explain the steps involved in Destination Selection Process.
10. Examine the Economic, Social, Cultural and Environmental Considerations for Tourism Destination Planning.
11. Compare and contrast Kerala and Tamilnadu Tourism Development Planning.

12. Write notes on :

- (a) Types of Destinations
- (b) Destination competitiveness.

13. Explain various strategies of Tourism Information System of Destinations.

14. Prepare a Tourism Development Plan for Puducherry State.

15. Analyse the Tourism Policy of India.

16. Examine the scope for National Plan for Tourism Development.

PART C — (1 × 20 = 20 marks)

17. Case Study (Compulsory)

Tourism Master Plan

It is clear that if a tourism destination is to succeed, good planning must take place. Planning is critical to the competitiveness and survival of a destination. Planning must take into consideration not only the economic and financial interests of the public and private sectors, but also the concerns of the residents of the resort destination and the visitors and their preferences. Destination Planning involves a number of steps and activities that include designing, financing, developing and marketing of a destination to attract the visitors. It requires co-operation and commitment of a number of different segments including government and community leaders, architects, engineers, investors, economists, environmentalists and others to ensure the sustainability of a destination.

Questions :

- (a) Why is tourism planning important?
- (b) What are the major segments of Destination Plan?