Conference Venue?

6. What should be the characteristics of a

in tourism industry?

5. What is conference? Explain the role of conference

evaluation.

4. Explain about the consideration of event

market.

3. Discuss about various components of conference


1. What is event planning? What are steps to be
taken for perfect event planning?

L. List out various types of event and explain about

Answer any THREE questions out of the following

PART A — (5 x 6 = 30 marks)

PART B : Three hours

Maximum : 100 marks

Event Management

Tourism

Fourth Semester

B.A. Degree Examination, June 2014

MBM 4003

MBM 4003

(c) How to preserve the natural and social

heritage?

(e) Funds community endeavours?

Which also supports many businesses and

very significant income stream?

(a) What began as a event manager is now a

Questions:

history.

In the preservation and presentation of the
realised that their future as a tourism destination
wartime formulae of the pastoral industry
community - almost entirely dependent on the
and co-converge the key sites. Thus, a small
steady income stream to preserve the buildings
Not only did it expand Burns' heritage tourism
Interpretation points on an IT infrastructure
buildings and to allow access to the locked heritage sites and
Heirloom Passport scheme in 1988. This built on the
new information systems.

The public's desire to
cultural tourism destination. The public desire to
Burns - boasted the town's heritage as a key,
the Council and Apex, the 1979 feature film
using a population point produced by the Trust,
and the Miners Dugouts on a self-guided tour.

Here system. Thus all lowed visitors to inspect the
7. Illustrate event marketing.

8. What is PATA? Describe the present scenario of PATA.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Discuss about the various key steps to conduct a successful event.

10. What is WTM? Explain the benefits of WTM.

11. What is event evaluation? Describe about event evaluation approaches.

12. What do you mean by marketing tools? Explain various marketing tool helps to promote the product.

13. Define Infrastructure management. Explain the role of infrastructure in event management.

14. Describe about MICE.

15. Differentiate Event Planning and Event Co-ordination.

16. Explain about various tips to managing a presentation event.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case Study

There are thousands of towns across Australia offering heritage buildings and 19th century streetscapes to attract visitors, but the people of Burra, 170 Km north of Adelaide, realised more than 30 years ago that heritage needed to be well packaged and interpreted for the public. Through the vision and drive of individuals and community groups - primarily the National Trust - the community has turned what was once the world's richest copper mine and Australia's largest inland town into one of the country's priceless cultural heritage tourism destinations. The frenzy of mining activity in Burra's copper laden hills started in 1845, but had stopped by 1877. The town continued primarily as a pastoral service centre, which helped to preserve its 19th century streetscapes and stone buildings. However, sheep don't provide a reason to preserve history and by 1970 the town's centre piece - the Redruth Gaol - had become little more than a home for the local flocks.

A community meeting in 1965 had started the push for preservation and by 1970 the reopening of the Burra Mine created a new surge of interest. A few years later the local branch of the National Trust introduced the idea of a key