Guidelines:
1. Explain the Tourism Destination Planning Development.
2. Explain the importance of destinations.
3. What are the levels of tourism planning?
4. What are the attributes of Destination Image?
5. Explain the Tourism Destination Planning Information.

Answer any FIVE questions out of the following:

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks
Time: Three hours

DESTINATION PLANNING AND DEVELOPMENT

Tourism

Third Semester

DECEMBER 2014/January 2015

MBA Degree Examination

MBTM 3004
6. Point out the indicators for assessing tourism potential of a destination.

7. What are the determinants of destination competitiveness?

8. What is the mechanism of destination branding?

**PART B — (5 × 10 = 50 marks)**

Answer any FIVE questions out of the following.

9. Discuss briefly the growth of tourism in five year plans.

10. Discuss ways to develop an effective marketing communication strategy.

11. Discuss the conflicts that exist within the tourism distribution channel with the help of an example.

12. Discuss the need to involve public in tourism planning.

13. Describe the development of infrastructure and destination management.

14. Prepare a tourism development plan for Puducherry union territory.
Important bird area. Avian fauna of the area include several endangered or threatened species. Several species, including resident and migratory species, are also seen here. The Kolleru Lake is also an important bird area. The Kolleru Lake ecosystem offers excellent habitats for a variety of resident and migratory avian species. Kolleru Lake ecological agenda is a matter of local public concern and became a matter of national concern too. The possession of land and encroachment continue unabated in many places. Degradation, ecologically not-so-beneficial activities even after the declaration, ecologically not-so-beneficial activities continue unabated. In 1999, 308 km² of the lake falling below +5 feet Kolleru Wildlife Sanctuary.

Compulsory:

PART C — (1) × 20 = 20 marks

15. Explain the Silent Features of Kolleru Wildlife Sanctuary.

16. Discuss how far, 'Publicity' is viewed as a Brand Development System.

(a) Destination management system.

(b) Planning for Sustainable Tourism.
a variety of waterfowl including ducks, teals, storks, egrets, herons, ibises, bitterns, cormorants and a number of waders. More than 200 species of birds have been reported from the lake and its environs. Around 100 species of birds reported form the lake are migratory birds coming from different parts of Eurasia (Palaearctic region). These species depend largely on the wetland to meet their resource requirements. Other fauna in and around the lake include various species of invertebrates, fishes, amphibians, reptiles, and mammals.

About 63 species of fishes belonging to families have been recorded from the lake. Of these, 44 are freshwater species. The natural species composition of fishes seems to have considerably changed for various reasons. Recently air breathing fish such as Anabas testudineus. Anabas oligolepis, Heteropneustes fossilis and Clarias batrachus are reported more frequently from the lake, perhaps for the low dissolved oxygen due to high organic pollution load in the water. Besides offering critical habitats to several globally important faunal and floral groups, the lake offers many important ecological services some of which are discussed elsewhere in this report. Considering that the lake functions as a flood moderating reservoir between the Krishna and Godavari deltas and that it supports several vulnerable species and a variety of resident and migratory birds, the Kolleru wetland was declared as a Wildlife Sanctuary, a RAMSAR site and also as an Important Bird Area (WA).

Critical Issues:

However, of late, indiscriminate exploitation of the Kolleru area has evidently resulted in depletion of many of the ecological goods and services conventionally derived from it leading to unwanted flooding and other negative consequences. Anthropogenic pressures such as cultivation in the lake bed, lavish use of fertilizers and pesticides, large-scale encroachment of Lake bed for aqua farms, fishpond discharges, domestic wastes and sewage from three municipalities, and discharge of industrial effluents and agricultural run-off carrying inorganic nutrients have vitally affected and altered the ecological character of the wetland. Looking at the issues confronting the KWS, the local inhabitants and the lake ecosystem we conclude that reduction of the wildlife sanctuary area would worsen the situation in Kolleru. In due course of time most of the lakebed is likely to be converted into fish tanks. Floods will remain incessant. The ecological setup of the area will degrade and wildlife will certainly suffer and many species will become locally extinct.