Answer any FIVE questions out of Eight.

PART A — (6 x 6 = 36 marks)

Maximum: 100 marks

Time: Three hours

(2012 — 13 Batch onwards)

PRACTICES

Paper XI — Tourism Principles, Policies and Tourism

Third Semester

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

MBTM 3001
PART B — (5 x 10 = 50 marks)
Answer any FIVE questions out of Eight.

9. Explain the historical development of Indian Tourism.

10. Give a SWOT analysis of Indian tourism industry with case examples.

11. Elucidate present trends of tourism both in the domestic and global contexts.

12. Examine the role and functions of world tourism organisation.

13. Analyse the role of department of tourism in the Govt. of Pondicherry for Tourism promotion in the state.

14. Illustrate the role of International tourists information system for stream lining tourism.

15. Bring out the significance of medical tourism of India.

16. Give an action plan of your own for future tourism development.

PART C — (1 x 20 = 20 marks)
Case study – Compulsory.

17. Is Sustainable Tourism Achievable?
Tourism will never be sustainable as every industry has impacts, but it can work towards becoming more sustainable.

Issue: As more regions and countries develop their tourism industry, it produces significant impacts on natural resources, consumption patterns, pollution and social systems. The need for sustainable/responsible planning and management is imperative for the industry to survive as a whole.

Questions:
(a) Do you agree with the above? Why?
(b) Do you view any clash between Tourism impacts and Environmental impacts? What are they?