

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641 043
Bachelor's Degree Examination – November 2018
Semester V**

**Class : III UG
Major : Tourism**

**Time :3 hours
Max. Marks: 100**

**15BTOC21 – Destination Management
Part-A**

10 x 1=10

Choose the correct answer

1. The typical feature of tourism is that
 - a. The tourist spot is hot, clear & attractive
 - b. Tourists have to pay lots of money to visit various tourist spots
 - c. The tour operator helps its customers
 - d. Tourists have to be physically transported to tourist spots
2. Which one of the following is not a part of the infrastructure of Tourism?
 - a. Natural spots
 - b. Sarais
 - c. Rope Ways
 - d. Government Owned factories
3. Wanderlust is
 - a. Curiosity to experience destinations
 - b. Desire for sunshine
 - c. Desire for rest
 - d. Desire for a better climate
4. EIA stands for ?
 - a. Environmental impact assessment
 - b. Economical impact assessment
 - c. Educational impact assessment
 - d. None of these
5. The Acronym TALC stands for _____
 - a. Tourism Area Life Cycle
 - b. Trade Area Life Cycle
 - c. Tourism Area Living Cycle
 - d. Tourism Amenities Life Cycle
6. Exploration, involvement, development, consolidation and stagnation are stages of
 - a. Doxey's Irridex (1975)
 - b. Bryan's Leisure Experience Continuum (1977)
 - c. Butler's Tourist Area Life cycle (1980)
 - d. Plog's (1991) Psychographic Continuum
7. A push strategy is directed towards the _____
 - a. Wholesaler
 - b. Customer
 - c. Producer
 - d. None of these
8. Which of the following is an approach to determining market strategy in tourism?
 - a. Growth and development strategies
 - b. Product market portfolios
 - c. Positioning
 - d. All of the Above
9. First tourism policy year?
 - a. 1982
 - b. 1999
 - c. 1984
 - d. 1987
10. The mode of transport to be used by the tourist would depend upon
 - a. The availability of transport network to reach the tourist spot
 - b. His financial Prowess
 - c. His willingness to use a particular mode of travel
 - d. All of these

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

- 11.a. Discuss about resort planning process.
(or)
- 11.b. Mention the unique features of tourism products.

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- 12.a. Write about the issues and constraints related to destination planning.
(or)
- 12.b. Describe the importance of strategic management in destination planning.
- 13.a. Explain the importance of destination image on Travel choice behavior.
(or)
- 13.b. The stages of the buyer decision making process:
- 14.a. Explain the means through which brand positioning can be made in tourism marketing.
(or)
14. b. Describe the tourism planning process.
- 15.a. Briefly explain on the types and levels of tourism destinations.
(or)
- 15.b. Write on the role of national tourist organizations in tourism development.

Part C

5 x 12=60

Answer the following

Answer should not exceed 800 words or four pages

- 16.a. List out the various tourism products and explain them.
(or)
- 16.b. Elaborate on the basic components of tourism with illustrations
- 17.a. Write a note on Destination Planning Analysis and Synthesis.
(or)
- 17.b. Explain briefly about Destination Market Analysis.
- 18.a. Give in detail about the needs and motivations of tourism.
(or)
- 18.b. What is Tourism Carrying Capacity and explain its types.
- 19.a. Discuss elaborately on the Positioning of tourism products gaining competitive advantage.
(or)
- 19.b. Develop a market positioning strategy with illustration.
- 20.a. Describe about destination site analysis in tourism development.
(or)
- 20.b. Elaborate on the formulation of a master plan for tourism development.
