

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore-641 043**

Bachelor's Degree Examination – November 2017

Semester V

**Class : III UG
Major : BBA Tourism**

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

**15BTOC21 Destination Management
Part-A**

10 x 1=10

Choose the correct answer

1. A push strategy is directed towards the _____
 - a. Wholesaler
 - b. Customer
 - c. Producer
 - d. None of these
2. Which one of the following is a travel motivator?
 - a. Booking an order
 - b. Bomb blasts in Bali
 - c. Imposition of heavy excise duty on gold import
 - d. None of these
3. What is the unique feature of a product?
 - a. It is meant to be delivered to the customer
 - b. It is perishable
 - c. Its components are predominantly products
 - d. It is cheap most of the times
4. The increased professionalism in the management of attractions has resulted in _____
 - a. Closer match between the market and the supply of attractions
 - b. Better training for personnel
 - c. The adoption of marketing philosophy
 - d. All of the Above
5. Investment, capacity constraints and tourist impacts are examples of _____
 - a. Supply Side Factors
 - b. Destination Factors
 - c. Demand Side Factors
 - d. Marketing Factors
6. Anticipated number and types of tourists as revealed by the market analysis forms the basis for estimating
 - a. The volume and nature of accommodation
 - b. Services and infrastructure to be desired in the future
 - c. The average duration of stay
 - d. Both a and b
7. Amenities, support facilities and services, tend to be operated by what type of enterprises?
 - a. Small and Large-sized enterprises
 - b. Medium and Large-Sized enterprises
 - c. Small and Medium-sized enterprise
 - d. Large-sized enterprise
8. In terms of a destination, what do attractions do?
 - a. Support visitors at the destination
 - b. Generate the visit to a destination
 - c. Reduce tension between visitors and residents
 - d. Inform local residents of the benefits of tourism
9. Which of the following is a common feature of most destinations?
 - a. Used by other groups other than tourists
 - b. They are cultural appraisals
 - c. Tourism is produced where it is consumed
 - d. All of the Above
10. The National Action Plan was constituted in the year
 - a. 1992
 - b. 1993
 - c. 1995
 - d. 1998

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

- 11.a. Write briefly on the characteristics of tourism product.
(or)
- 11.b. Discuss about resort planning process.
- 12.a. Explain on the destination planning process.
(or)
- 12.b. What is resort development? Write about the classification of resorts.
- 13.a. Mention about the typology of motivators in tourism.
(or)
- 13.b. Brief about the factors influencing tourism decision making process.
- 14.a. Explain the push and pull factors in tourism
(or)
14. b. List out the components of tourism and explain them.
- 15.a. Write on the role of national tourist organizations in tourism development.
(or)
- 15.b. Give in detail about the six A's framework for tourism destinations.

Part C

5 x 12=60

Answer the following

Answer should not exceed 800 words or four pages

- 16.a. Discuss the role of government in the development of destinations.
(or)
- 16.b. Elaborate on the various types of tourism products.
- 17.a. Discuss in detail the issues and constraints in destination planning.
(or)
- 17.b. Explain Carrying capacity and its types.
- 18.a. List out the steps involved in Buying Decision Process. Explain in detail. (or)
18. b. Write about the benefits of effective destination branding.
- 19.a. Discuss on the benefits of Service Quality.
(or)
- 19.b. Describe the strategies involved in product positioning with relevant illustrations.
- 20.a. Elaborate on the formulation of a master plan for tourism development.
(or)
- 20.b. Describe the process involved in tourism policy formulation
