

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University), Coimbatore-641 043**

**Master's Degree Examination, November-2018
Semester III**

Class: II PG

Time: 3 Hours

Major: M.B.A. (Tourism and Travel Management)

Max. Marks: 60

17 MTAC14-Destination Management (Tour)

Part-A

10 x 1/2 =5

Choose the correct answer

- 1) Managing the Tourist Torrent is
(a) Volume of traffic, (b) Fees, (c) Protection of Sensitive Areas, (d) All
- 2) Building Capacity is
(a) Develop Financial Resources. (b) Develop Human Resources
(c) Address Problems (d) All
- 3) Age, Gender and Income Level are _____ Factors
(a) Demographic (b) Psychology (c) Product (d) Geographic
- 4) Accommodation considers _____
(a) Number of Rooms and Beds (b) Segmentation mix of accommodations
(c) Average *rack rate* (per season) (d) All
- 5) Natural Attraction is _____
(a) Palaces (b) Handicrafts (c) Forts (d) Wild Life
- 6) Heritage Tourism attracts
(a) Historians (b) Archaeologists (c) Anthropologists (d) Common Tourist
- 7) NPV is _____
(a) Net Private Value (b) Net Public Value
(c) Net Present Value (d) Net Product Value
- 8) Tour Operators should aware of _____
(a) Tourist Places (b) Number of Tourist (c) Accommodation (d) All
- 9) Forex is _____
(a) Foreign Exchange (b) Federal Exchange
(c) Financial Exchange (d) Finance Expenses
- 10) Heritage Tourism is _____
(a) Visiting Rural Places (b) Visiting Urban Areas
(c) Resorts (d) Monuments

Part-B

5x4=20

Answer All Questions

Answer should not exceed 200 words or one page

- 11) a. Discuss 'Destination' in terms of Tourism
(Or)
b. Discuss 'Site' in terms of Tourism
- 12) a. Give a detailed summary on 'Attraction' in Tourism Destination
(Or)
b. Write a note on 'Package Holidays.'
- 13) a. What is meant by Destination branding?
(Or)
b. Discuss on PULL & PUSH Model.
- 14) a. Part played by 'Cultural-Historical' in Tourism Management.
(Or)
b. 'Recreational' importance in Tourism Management
- 15) a. Write a note on 'Destination Planning Analysis.'
(Or)
b. Write a note on 'Carrying Capacity Analysis.'

Part- C

5x7=35

Answer All Questions

Answer should not exceed 600 words or three pages

- 16) a. Write about 'Tourism Products.'
(Or)
b. Discuss the role of Destination/Resort Development
- 17) a. Discuss the role of National Tourist Organization on Destination development?
(Or)
b. What is Market Segmentation?
- 18) a. Vividly discuss 'Holiday Maker and Holiday Choice.'
(Or)
b. Traditional Tourism vs Sustainable Tourism- Discuss
- 19) a. 'Sustainable Tourism and the Triple Bottom Line.'-Analyze.
(Or)
b. Heritage Tourism and Protection of Heritage Monuments. Draw a line
- 20) a. Service Qualities and its Dimension in terms of tourist psychology.
(Or)
b. Give opinion on 'Tools to help Manage Destinations more sustainably.'