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TMH 551

Fourth Semester M.B.A. (TTM) Degree Examination, September/October 2022
TOURISM AND TRAVEL MANAGEMENT
Destination Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer **all** the Sections. **No** additional booklet will be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Elucidate the tourism planning process in sustainable development of tourism destination.

SECTION – B

(5×8=40)

Note : Answer **any five** of the following questions. **Each** question carries **eight** marks.

2. “EIA is concerned with the impact on the environment and development associated with the tourist activity”. Comment on the statement.
3. Elucidate the destination image formation process.
4. Explain the characteristics of rural tourism planning.
5. Discuss the 6A framework for the analysis of tourism destinations.
6. What is destination competitiveness ? Explain its significance.
7. Explain the role of destination marketing mix in tourism.
8. Discuss the effectiveness of ‘Incredible India’ campaign in promoting tourism in India.

SECTION – C
(Compulsory)

(1×15=15)

9. “Destination branding identifies, delineates and differentiates a destination and communicates its image” – Justify.
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