

MBTM 3001

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Tourism

TOURISM PRINCIPLES, POLICIES AND PRACTICES

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

All questions carry equal marks.

1. Define tourism. What do you understand by tourism system?
2. What are the types of tourism practiced in general?
3. Explain the inter-disciplinary relation of tourism.
4. Discuss the various types of secondary accommodation we have in India.
5. How does a destination get promoted through film tourism?
6. Explain the importance of market supply match.
7. Explain the functions of IATA.
8. Explain the need for planning in Tourism.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of eight questions

9. What is grand tour and describe its importance in the early period of travel?
10. 'Invention of Air Transport has revolutionized the entire travel industry'. Comment.
11. Discuss the different motivators of travel.
12. What is MICE stand for? Explain the scope of MICE tourism in India.
13. Illustrate the importance of medical tourism in India.
14. Describe on Tourism Area Life Cycle (TALC).
15. Enumerate the role of PATA in the development of tourism industry.
16. Elaborate the global code of conduct for the safe and sustainable tourism.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Peter & Iris Tait are husband and wife tourism operators whose business "Sails Ashore" has provided hosted accommodation, guided walks and

tours for the last 9 years on Stewart Island. They have around 50% domestic and 50% international customers. They believe that as well as having a great destination for their guests, their commitment to having a quality product and their personal service are all factors which affect the success of their business. To Sails Ashore sustainability means minimizing their “footprint” on the community and on their environment. Their focus is on being more energy efficient, minimizing waste and maximizing food from their garden in their journey to become a more sustainable business. The initial motivation was the very high cost of energy on Stewart Island. They have spent little money, but a lot of time, mainly in research, since becoming involved in the Sustainable Tourism South Charter project. The project encouraged them to open other avenues of investigation, particularly in energy conservation and alternative technology. Their building was initially designed with double glazed windows and heavy duty insulation throughout as well as a large sunroom to harvest solar radiation. Sails Ashore subsequently has implemented several further changes since becoming involved in the project. These include trialling and then installing low energy light sources, in particular sourcing GU-10 fluorescence bulbs to replace the older halogen 50 watts initially installed. This resulted in around 80% savings in lighting costs. A side benefit has been a 10 times increase in bulb life, with bulbs still aesthetically pleasing. They

replaced a standard domestic freezer with an imported Danish model, saving around \$40 per month in power charges; these savings mean a payback period for the added initial costs 12 months. Installing a worm farm and mulcher (compost), and rebuilding composting bins so they are more efficient has meant that all green waste from their garden is recycled, saving that cost, and also minimizing fertilizer costs.

Case study Questions:

- (a) Brief the various initiatives taken by Sails Ashore to minimize the impacts.
 - (b) Examine the basic reasons for Sails Ashore to make some modifications in their business.
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MBTM 3002

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Tourism

GLOBAL TOURISM GEOGRAPHY

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Highlight the major physiographic features of the Australia continent.
2. State the role of weather and climate on recreation and tourism in India.
3. What are the essential features of a Map? Discuss.
4. Bring out the need and importance of international date line in Tourism industry.
5. Enumerate the advantages of using Geographic Information System in tourism sector.
6. Describe the relationship between Remote Sensing and GIS.

7. Assess the significance of the transcontinental railroad in United States.
8. Write down the major tourist destinations in Sri Lanka.

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE out of Eight questions

9. Discuss the various geographic regions of North America and its significance.
10. List out and explain the major tourism destination in South Africa.
11. Describe the major rivers originating in the Himalayas and its tourist attractions.
12. Bring out the various popular tourist destinations to explore in Western Ghats.
13. State the purpose of global indicators and highlight the role of IATA in travel industry.
14. Describe the development of inland waterways transportation in India.
15. Give an account on privately managed international airports in India.
16. Discuss the facilities and services offered by various luxury trains in India.

PART C — (1 × 20 = 20 marks)

Compulsory

17. France leads the world in the field of tourism. France hosts a variety of places of tourist interest. France has cities of cultural interest such as Paris, Lyon, and Strasbourg. It has Alpine mountains, ski resorts, beaches, picturesque French villages, spectacular gardens, parks, and more. The country is home to a whopping 37 UNESCO World Heritage Sites which are well recognized globally for their outstanding universal value. In France, 9.7% of the GDP is contributed by the travel and tourism sector. 30% of the revenue generated by tourism is obtained from foreign tourists, while the remaining 70% is derived from domestic tourism. Much like France is the most visited of the worlds countries, its capital city of Paris is the most visited city in the world.

Questions:

- (a) Discuss the reasons why France is one of the most visited country in the world.
- (b) List down and illustrate the important historical monuments in France.

MBTM 3003

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Tourism

TOURISM PRODUCTS OF INDIA

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. Discuss the longitudinal divisions of Himalayan region and its characteristics.
2. Define flora and fauna. State the importance of tourism on the conservation of flora and fauna in India.
3. Outline the popular beach destinations of Goa with their significance.
4. What is heritage circuit? State the importance of any two heritage destinations of South India.
5. Highlight the important tourist activities in Mudumalai National Park in Tamilnadu.

6. Bring out the various facilities and destinations covered by Deccan Odyssey.
7. Discuss the various problems faced by the event organizers in India.
8. Define Shopping festival. Bring out the benefits of organising shopping festival in India.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

9. Describe the different types of Indian landforms and their characteristics.
10. Define adventure tourism. Highlight the different types of adventure activities for the tourists visiting Himalayan region.
11. Discuss the difference between National parks Wildlife sanctuaries and biosphere reserves of India.
12. Highlight the important destinations of Buddhist circuit and state its historical importance.
13. List down the various amusement parks in South India and State how the amusement park plays the major role of in the development of tourism.

14. Elaborate the different types of supplementary accommodation in India with suitable example.
15. Discuss the various factors responsible for the new emerging tourism destinations in India.
16. Differentiate medical and health tourism. Highlight the advantages and disadvantages of medical tourism in India.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Puri Beach Festival is considered as the most happening and auspicious place of Odisha which is coming under the four Dhams of Hindu pilgrimage. It is the abode of Lord Jagannath the great deity of Odisha situated on the east coast of Odisha. The beach festival is celebrated in every year in the month of November from 23-27 in marvellous and golden colour sun bathed beach of Puri. It attracts millions of tourists from every nook and corner of India and also from the abroad. This festival is organised by the Hotel and Restaurant Association of Odisha (HRAO). It is co-sponsored by the Ministry of Tourism, Government of India; the Department of Tourism, Government of Orissa; Development Commissioner of Handicrafts and the Eastern Zone. This festival is a five days event and an amalgamation of all the classical and folk artists

of India who are well versed in dance and songs. The most renowned classical and folk artists of India gather here to perform their dance and music. The colourful costumes marvelous dance of Indian artists makes this festival a successful event. Apart from the dance the colourful handicrafts by the local artists, the mouth watering cuisines of Odisha, fashion shows, pop songs, DJs, exhibitions and cultural programmes are the other attractions which caters to the needs of heterogeneous tourists. This event has all the potentials to be an International event.

Questions:

- (a) Highlight the role of Puri Beach festival in tourism promotion.
 - (b) Measure the positive and negative socio economic and cultural impact arises due to tourism development in Puri Beach Festival.
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MBTM 3004

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Tourism

DESTINATION PLANNING AND DEVELOPMENT

Time : Three hours

Maximum : 100 marks

PART A — ($5 \times 6 = 30$ marks)

Answer any FIVE questions out of Eight questions.

1. State the determinants of destination according to Buhalis.
2. Mention the characteristics of tourist destination management.
3. What are the steps recommended for the process of conducting a visitor survey?
4. Highlight the internal and external factors that may influence the image of the destination.
5. Bring out the significance of social media in destination marketing.
6. Write down the concept of destination marketing mix.

7. State the role and importance of stakeholders in tourism planning.
8. What are the major modes of communication in marketing? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. What are the elements of a tourism destination plan? Explain each with suitable example.
10. Discuss the importance of customer values in tourism and tourism products.
11. Describe the different levels of tourism planning and its significance.
12. Bring out the environmental and socio-cultural considerations in tourism planning.
13. Narrate the push and pull framework of a tourism destination.
14. Analyse the impact of internet marketing on tourist destination branding.
15. What are the six A's framework for tourism destinations? Illustrate with suitable example.
16. Elaborate the social and economic benefits of rural tourism in India.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. The Pichavaram is one of the most important tourist destinations in Tamilnadu. The Pichavaram is the second largest mangrove forest in the world and it is also one of the unique Eco tourism places in south India. The backwater of the rivers like Vellar and coleroon are interconnected and it makes the water sports like rowing, kayaking and canoeing. There are thousands and thousands of mangrove trees are rooted into the water with the length of few feet inside the water. The mangrove occurrences in Pichavaram forest makes the surroundings neat and clean with Eco environment. The mangrove tress and its leaves having some rare species which makes good environmental condition. It gives many economical usages and attract the birds also. The huge amount of birds are coming to this Pichavaram mangrove forest every year.

Mangroves have helped to save both lives and livelihoods particularly of fisher and coastal communities. The beneficial impact of mangroves has been observed by local community on several occasions including the recent Gaja in Tamil Nadu. Earlier, the damage caused by Tsunami as well as the super cyclone in Odisha were also

considerably less in mangrove rich areas. It is in recognition of the critical role of mangroves in the conservation of coastal ecosystems that the famous temple at Chidambaram chose a mangrove plant as a Temple Tree.

The areal extent of mangroves has changed over years and human activities continue in the Pichavaram mangrove environment. The possible causes of degradation/changes are aqua culture, use mangroves as fuel and Fodder and socio economics. Use of mangrove for fuelwood and fodder seems to be an important factor causing degradation. Another important factor observed was insufficient tidal flushing to interior / elevated areas, where soils have become hyper saline and devoid of vegetation. The population of cattle in villages around Pichavaram mangrove indicate that cattle grazing may be a possible factor for mangrove degradation.

Questions

- (a) What are the ways to promote the Pichavaram Mangrove forest as a tourism destination to generate more revenue for local community?
- (b) How do you create awareness to the locals and tourist about the need of protecting the mangrove forests and extending them to all coastal areas?

MBTM 3005

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Tourism Management

ECO-TOURISM

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of EIGHT questions.

All questions carry equal marks.

1. Explain the importance of Ecological Footprints as the tool to analyse tourism sustainability.
2. Describe the changes Kyoto protocol has brought in global warming.
3. Distinguish between Biome and Biosphere.
4. Outline the major types of ecosystems in the world.
5. Explain the principles of Responsible tourism.
6. Discuss the objectives of WWF ?

7. What are the Determinants of Carrying Capacity?
8. Elucidate on the role of "ATREE" in biodiversity conservation and sustainable development.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of EIGHT.

9. Discuss the impacts of tourism activities that pose serious threats to ecology and environment.
10. Analyse the roles of the UNWTO in the sustainable development of tourism.
11. Discuss the different types of community participation and suggest the model suitable for ecotourism projects.
12. Highlight on the protected area management framework in National Parks with a case study
13. Discuss the various dimensions of Sustainable Tourism Development.
14. What are the types of Pollution and explain how tourism leads to polluting destinations.
15. Evaluate the role of various stakeholder engagements in tourism.
16. Elucidate the Challenges of ecotourism in Indian perspective.

PART C — (1 × 20 = 20 marks)

Compulsory

Ecotourism in Odisha

17. Odisha is known for its enormous potential for ecotourism attractions. All these ecotourism attractions are situated in the protected areas i.e. three National Parks and 18 Sanctuaries. Ecotourism aims at providing means for achieving "inclusive growth" for the local people, tribal and forest dwelling community. Management of this biodiversity is a unique responsibility and challenge that is proven to be possible through sustainable ecotourism practices. The State Government constituted a Working Group to recommend priorities of Ecotourism to be included the 12th five-year Plan. The Group has identified the benefits from the promotion of ecotourism in the protected areas, such as livelihood opportunities to local communities in the wilderness areas, wildlife conservation, cultural awareness, education, recreation and adventure activities like trekking, safari, jungle walk, etc.

The potentials of ecotourism have been categorized in four major areas. Protected Area based Ecotourism includes National Parks, Sanctuaries, and Tiger Reserves. Ecotourism in Forests outside Protected areas includes Reserved Forests, Protected Forests and other Government owned forest lands Areas. Village-based

Ecotourism includes village landscapes, some natural formations comprising private forests or private land near the Protected Areas, lakes, coral reefs, waterfalls. Ex situ Conservation Areas includes Ecological Gardens, Zoological Parks, Botanical Gardens and Biodiversity Parks.

- (a) Enlist the ecotourism resources in Odisha?
- (b) Suggest a model of sustainable tourism suitable for Odisha?
- (c) Discuss the challenges in implementing sustainable practices in the state of Odisha.
