

Off the west coast is chumbe Island- where only 14 visitors at a time are allowed- and they have solar power and organic toilets. It won a sustainable tourism award in 2000 also. Tourism is growing in Zanzibar. In 1995 there were 64000 tourist and this has grown to about 1,00,000 by 2,000. Most people live near the sea on Zanzibar and local fishermen have lost access to beach from hotel building and local fish stocks have suffered. Job opportunities have increased for locals, mostly these are poorly paid. Water supplies have been prioritized for tourism, though other improvements in infrastructure have been a general benefit. Competition from hotels has raised local food prices. Zanzibar must protect its coastline, its culture at any cost and find more jobs for its people in a sustainable way.

Questions:

- (a) You are asked to comment your observations in this case.
- (b) What are your suggestions to realize the objectives of the Zanzibar islands?

MBTM 3001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Tourism

TOURISM PRINCIPLES, POLICIES AND PRACTICES

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. Why is tourism such an important activity of the people in the new millennium.
2. What do you mean by supplementary accommodation? Give example.
3. How does demand and supply forces affect the competitive environment of tourism business?
4. What are the functions of ITDC in promoting the tourism in India?
5. What is the Indian tourism policy on Infrastructure development?
6. Write about the major motivations and deterrents to travel with appropriate examples.

7. Explain how the cuisine wealth of India can be utilised for the development of tourism in India.

8. Explain the concept of tourism area life cycle.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight question.

9. Write an account of historical development of tourism that happened from the renaissance up to the end of World War - I.

10. Give a critical account of Indian Roadways and its role in the development of tourism industry in India.

11. Explain the structure to functions of UNWTO.

12. Discuss the role of "Department of tourism, Govt of Puducherry in Tourism promotion.

13. Explain Govt of India's efforts on tourism promotion through five year plans.

14. Explain the role of IATO, FHRAI, TAAI.

15. Discuss the emerging areas of tourism be wellness, film, Golf.

16. Explain the impact of socio cultural of economic impacts of tourism on destinations.

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PART C — (1 × 20 = 20 marks)

Compulsory

17. Zanzibar is a group of islands 37 km off the Tanzanian coast of East Africa in the Indian Ocean. The island's economy has suffered from a decline in the spice trade, no industrial development and a growing population with 35% unemployment. Tourism is as an answer to Zanzibar's problems. The climate is warm all year, 28-38 degree centigrade, with cool sea breezes in the hottest months. However heavy storms comes in April/ May and November. The island is fringed by coral reefs and their unspoiled white beaches in the north-e.g. Nungwi, where visitors are charged \$50 to enter the village and hotels are designed to bend in well with landscape.

On the west coasts are resorts with simple hotels, lacking electricity and running water and served only by tracks. Sea temperature of 27 degrees attract scuba enthusiasts, and visitors can swim with dolphins. In the south east is the Jazami Natural Forest Reserve, Home of the rare red colobus monkey, with excellent well-led walks along nature trails. Nearby is a world heritage site- an ancient working town called stone town. Dr. Davis Livingstone's house is on this Island. Trips can be made to an old slave island prison, fine beaches and giant tortoise.

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MBTM 3002

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Tourism Management

GLOBAL TOURISM GEOGRAPHY

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. Cite eight important reasons making mountains attractive for tourists during summer.
2. It can be seen that as each part of the world experiences 'dawn' and 'sunset' at different times, - how?
3. Establish the important principles of international meridian conference held at USA.
4. Describe Co-ordinated Universal Time (UTC).
5. Write a brief description of the appeal of the Great Barrier Reef as a tourist destination.

6. Discuss the role of ocean transport in influencing tourism.
7. Trace the process of transformation of transport system of past into tourism of today.
8. Why is India called a prized tourism destination?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight.

9. A growing interest in landscape resources has given rise to the term "geological tourism" – throw light on this phrase.
10. "Sandy beaches, coves, spits and lagoons, reefs and seaside cliffs are tourist's hot spots" - Explain the reference with context to Hawaii.
11. Give reasons for the following: (a) Coral Sea is more suitable for scrubbing sport; (b) There are many sanctuaries for tiger but few for Hangul, Great Bustard and the Rhino; (c) Uttaranchal records a great influx of pilgrim tourists but it remains an area of low developed tourism.
12. Analyse the factors that determines the weather character place.
13. "Caribbean cruise" - How destination geography influence tourists?

Tourist's Preference to Various Relief Features
 (This is based on a project Report of the
 Researcher A. Ghig of Exter University in U.K.).

Relief	Tourist preferences	Rank
Mountain	75	1
Bald Hills	61	2
Hilly country	53	3
Plateau uplands	47	4
Low uplands	46	5
Low lands	37	6

Questions:

"India has a variety of major and minor landforms and a rich biological diversity forming the bases for development of tourist resources and environment friendly tourism" — post your views.

14. Distinguish Daylight hours and Daylight Saving Time and describe the concept of time zones.

15. Illustrate with example about the following vegetation: (a) Savannah (b) Chaparral (c) Tundra (d) Rain forest.

16. Reason out why tourism happens in countries like Switzerland.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Himalayas as the world's highest mountains have salient features, powerful enough to attract the mountaineers and the trekkers. It is amusing that our erstwhile British rulers named the main hospital within Shimla town (over 2000 metres high) after Britain's highest Snowdon peak which is just 1085 metres high). It may be of interest to know the preferences of tourists in regard to various relief features. A small study conducted in the U.K. revealed that the mountains were preferred by most tourists and the lowlands by the least. Mountains and other high relief features afford short views comprising deep valleys, high peaks, sharp cliffs and escarpments. Lowlands and

other low relief features provide long view of undulating plains and plateau surfaces. The following table very clearly indicates that the preferences are in descending order from very high to very low relief features.

Plateaus and plains are considered less scenic because of their flat terrain. But flat lands close to beaches and the sea are prized for construction of — buildings for accommodating tourists. Inland water attracts many to lakes, reservoirs, rivers, canals or waterfalls and the use of flat lands along them is also valued. Wild landscape in mountains and rocky areas of high relative relief becomes far more attractive. Forest landscape irrespective of topography is, however, found to be equally attractive. It is for this reason that the International Union for Conservation of Nature and Natural Resources has earmarked protected landscapes in National Parks, Biosphere Reserves etc. as not to be exploited in any form other than tourism. Seeing wildlife in its natural habitat than in a zoo or a safari park is termed as Nature Tourism these days. Vegetation in Wilderness and the animals that depend upon it constitute

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another important element of tourist landscape. Though forests are the major areas which preserve biological diversity, the grasslands, agricultural areas, wetlands, wastelands, deserts, fresh and salt water lakes also provide protection to it.

Wetlands are no longer considered as wastelands. Although these are transitional zones between dry land and open water on their own yet they cover a large variety of habitats. They range from rivers, floodplains and rainfed lakes to mangrove swamps estuaries, fresh and salt water marshes. A common factor is that they have plenty of water for at least a part of the year. The majestic Royal Bengal Tiger has its habitat in the wetlands of Sunderbans mangrove forest. The Manipur deer lives in the swamps around Loktak Lake of the valley. Besides mammals, a rich variety of waterfowl is also found in almost all wetlands, Bharatpur's Ghana bird sanctuary being an important example. Our country has 58.2 million hectares of wetlands excluding rivers but including paddy fields and the mangroves.

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population of vulnerable Mugger Crocodiles in Kerala live in the Sanctuary. Most common of the 42 species of fishes observed in the Chinnar and Pambar rivers are Garra mullya minnows, River-carp baril, Giant Danio and the endangered hill stream game fish Deccan Mahseer. 22 amphibian species live in the Sanctuary. There are 156 species of butterflies.

Apart from the flora and fauna, Chinnar also has a bit of ancient history thrown-in. There are several hundred 'Dolmens' Apart from overground dolmens, underground burial chambers built with dressed stone slabs have also been discovered in Marayoor. The sanctuary offers a host of trekking options to know the wild. There is a two-night and three-day trek option in which travellers can explore the woods and visit some pre-historic sites known for cave paintings and dolmenoids Another interesting option is the trek to Ysiapara which includes an overnight stay in a thatched hut atop a scenic hill. Visit to tribal settlements is part of both the options.

Questions

- (a) What are the tourism attractions in a wildlife sanctuary and what kind of tourism activities can be promoted in Chinnar Wildlife Sanctuary?
- (b) Prepare an Intra-State Wildlife Circuit of Kerala and Tamil Nadu.

MBTM 3003

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester
Tourism Management

TOURISM PRODUCTS OF INDIA

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. Differentiate between natural tourism products and man-made tourism products with suitable examples.
2. Write down the characteristics and components of tourism product.
3. Bring out the advantages and disadvantages of night life tourism in India.
4. Write down the physical features of Ranthambore National Park.
5. Bring out the significance of Haridwar according to the tourism point of view.
6. Give short note on the Desert Festival of Rajasthan.

7. Write down the role of luxury trains in promoting tourism with suitable examples.

8. Bring out the concept and development of Wine tourism.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of eight questions.

9. What are Tourism resources and explain its unique characteristics?
10. What are the benefits of organising sports events to a tourism destination? Discuss with suitable example.
11. Give a detailed note on the various adventure tourism opportunities in India.
12. Give an account of the wildlife circuit in Kerala.
13. How can Tourism help in the promotion of handicraft and souvenir industry of Goa? Discuss
14. Yoga is playing an important role in attracting foreigners to India. Illustrate with your answer.
15. Discuss the role of heritage hotels in promoting the cultural heritage and values of India.
16. Discuss the role of Kerala State Tourism Development Corporation in promoting the alternative medicines as a Tourism product in the state.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Study the case given below and answer the questions.

Chinnar Wildlife Sanctuary is one of twelve Wildlife Sanctuaries among the protected areas of Kerala. It is under the jurisdiction of and contiguous with Eravikulam National Park to the south. Indira Gandhi Wildlife Sanctuary is to the north and Kodaikanal Wildlife Sanctuary is to the east. It forms an integral part of the 1,187 kms block of protected forests straddling the Kerala-Tamil Nadu border in the Annamalai Hills. The Western Ghats, Anamalai Sub-Cluster, including all of Chinnar Wildlife Sanctuary, is under consideration by the UNESCO World Heritage Committee for selection as a World Heritage Site.

There are 965 species of flowering plants in the sanctuary. The Marayoor Sandalwood forest is located here. 34 species of Mammals live here, including many Panthers and Spotted deer, 50-60 Indian Elephants, Gaur, Tigers, Sambar Deer, Common langur, Bonnet Macaque, Hanuman monkey, threatened Nilgiri Tahr, vulnerable Rusty-spotted Cats and about 240 of the only vulnerable Grizzled Giant Squirrels in Kerala. 245 species of birds including Yellow-throated Bulbuls, 52 species of reptiles including 29 species of snakes, Indian Star Tortoise and the largest

Silver Cascade is the worst-affected of all places in the hill station, since the very few police personnel struggle to streamline the heavy traffic flow. Neither tourism officials nor municipal officials have taken any step to mitigate this problem.

At the lake: Throwing caution to the wind, many tourists using pedal or rowing boats at Kodaikanal lake do not wear life jackets. Kodaikanal Boat Club, Municipality and Tamil Nadu Tourism Department are operating pleasure boat services in the lake.

Unable to manage the huge crowd, the boat operators could do little to persuade all tourists to wear life jackets. Many just ignore their caution. Exploiting the swell of the tourist crowd, shopkeepers and vendors sell food and other items at exorbitant prices. Though the hill station has successfully restricted sale of plastic items, plastic waste dumped by tourists could be seen inside Bryant Park.

Questions :

- (a) Illustrate the push and pull framework of destination with special reference to Kodaikanal.
- (b) Suggest how to overcome from the seasonal issues and develop the tourism components in sustainable manner.

MBTM 3004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Tourism Management

DESTINATION PLANNING AND DEVELOPMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. Illustrate the need and benefits of national and regional tourism planning.
2. What are the principles of sustainable tourism. Bring out the benefits of sustainable tourism.
3. Write down the importance of integrated tourism planning in reducing the socio-cultural impacts.
4. Bring out the internal factors influencing the formation of destination image.
5. Explain the importance of destination branding. List out the challenges in destination branding.

6. Describe the various tools used for destination promotion and publicity.
7. Enumerate the impact of social media on destination branding.
8. Explain the economic and social benefits of rural tourism in India.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of eight questions.

9. Bring out the importance of tourism destination planning. Explain the major elements of planning a tourism destination.
10. Discuss the various steps involved in tourism planning process.
11. Elicitate the procedure for assessing tourism potential of a destination.
12. Bring out the environmental and socio cultural considerations in tourism planning.
13. Describe the seven stage theory on the formation of destination image.
14. Explain the different types of Internet marketing used in tourism business.

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15. Bring out the importance of stakeholder involvement in tourism planning and developments.
16. Discuss the advantages and disadvantages of public private partnership in tourism sector.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Study the case given below and answer the questions.

Tourists visiting the hill station are put too much inconvenience owing to traffic snarls, poor quality and exorbitant cost of food and lack of basic civic amenities. Following a heavy flow of traffic to Kodaikanal, vehicles are caught in traffic jam at all tourist spots. Along with the tourists, local people are also affected as it takes more than an hour to cross the town. The traffic snarl begins half a km downhill from Silver Cascade. On the other side, vehicles coming down from Kodaikanal are stranded for six km, right from Moonjikkal.

It is a common sight to see vehicles lined up on Seven-Roads Junction, Lake Road and all prime roads leading to tourist spots. Haphazard parking of vehicles on roads and lack of parking lots compound the problem.

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MBTMM 3005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Tourism

ECO TOURISM

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight.

All questions carry equal marks.

1. Write a detailed note on the evolution of the concept 'Eco Tourism'.
2. Explain the positive and negative effects of Eco tourism.
3. Discuss about Global Warming and its Reasons.
4. Write about Carbett National Park's Initiatives towards Eco tourism.
5. Discuss about Mass Tourism and its impact on Environment.
6. Write about OSLO Declaration 2007.

7. Discuss about Carrying Capacity and its impact on Tourism.

8. Explain about the Relationship between Tourism and Ecology.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

9. Discuss the issues related to carrying capacity with emphasis on National Parks and Tiger Reserves.

10. Describe the significance of EIA for Land Planning in the Tourism Destination.

11. Explain the principles of Eco tourism and explain how these principles can be implemented.

12. Critically evaluate Eco tourism Activities and impacts.

13. Discuss about Eco tourism policies, planning and Implementation.

14. How is Responsible eco tourism a part of sustainable tourism and to what extent the farmer influences the later.

15. Explain in detail the role of EQUATIONS towards Eco tourism.

16. Discuss about Theemala Eco-project.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss in detail about eco tourism demand and supply, planning of protection, Eco tourism management bodies in any one State of India.