

TM153335A

Reg. No:.....

Name:.....

**M. T. T. M. DEGREE (C.S.S.) EXAMINATION, OCTOBER 2016  
SEMESTER III – TRAVEL & TOURISM  
TM3C17M – DESTINATION PLANNING AND DEVELOPMENT**

**Time: Three Hours**

**Maximum Marks: 75**

**PART A  
Short Answer Questions**

**I. Answer any five questions. Each question carries 3 marks**

1. Define a destination
2. What do you know about the major components or 'A's of destination?
3. Define contingency planning
4. Write a note on the major typologies of impacts of tourism
5. What is place branding?
6. What do you mean by a cultural destination?
7. Define commoditization effect

**(5x3=15)**

**PART B  
Short Essay / Problems**

**II. Answer any six questions. Each question carries 5 marks**

8. What are the characteristics of a destination?
9. Write the major characteristics of a tourism product
10. Discuss the importance of environmental analysis
11. Write the importance of sustainable tourism development
12. Explain the major stages of branding
13. Discuss the role of branding in the marketing of a destination
14. Write a note on new product development
15. What is environment impact assessment? Explain its steps
16. Define carrying capacity. Describe its major types

**(6x5=30)**

**PART C  
Essay / Problems**

**III. Answer any two questions. Each question carries 15 marks.**

17. Explain in detail destination development. Write the major goals for development
18. Describe in detail the planning approaches for sustainable development
19. Define destination image. Explain the types and stages of image formation
20. Explain the role of national planning policies in tourism development

**(2x15=30)**