

TM242723C

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2023 ADMISSIONS REGULAR
SEMESTER II - CORE COURSE MTTM
TT2C07TM20 - Destination Planning and Development

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What is tourism destination?
2. What are the primary destinations ?
3. What do you mean by cultural impacts of tourism ?
4. What is Urban planning?
5. Explain rural tourism.
6. What do you understand by the term modified induce image ?
7. What do you mean by the term marketing mix ?
8. Explain culture based development in a destination.
9. What is internet marketing ?
10. What do you mean by physical Carrying Capacity?



Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Explain the characteristics of tourism destination.
12. What do you mean by tourism destination ? What are the attributes of a destination ?
13. Write about the role of internet marketing in the tourism industry.
14. Write about the external factors influencing the formation of destination image
15. What do you mean by the term marketing mix. Explain its principles.
16. Define tourism. Write about the major components of tourism.
17. Write a note on the different aspects of rural tourism?
18. Elucidate the functions of carrying capacity?

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Explain tourism planning and its process.
20. Briefly explain the destination image and its formation and the general attributes of destination.
21. Write an essay on EIA.
22. Write an essay on Tourism Policy , its goals and objectives. Why do we require a Strategic tourism Plan?