24018853

Reg No : ....

Name : ....

MTTM DEGREE (CSS) EXAMINATION , APRIL 2024

Second Semester

MTTM

CORE - TR020202 - DESTINATION PLANNING AND DEVELOPMENT

2019 Admission Onwards

655266EF

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Write down any two adventure tourism destinations in Kerala.

2. Interpret what you mean by environmental impact assessment.

3. Discuss the meaning of tourism potential.

4. Discuss the significance of co-ordinated planning in tourism.

5. Give an example for intangible component of a destination.

6. Differentiate Primary Image & Secondary Image.

7. Recall & write down the significance of brand building.

8. Name the largest city in the state of Rajasthan.

9. Discuss what you understand by destination marketing mix.

10. Discuss the factors that makes a tourist destination competitive.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Discuss the role of local participations in promoting Tourism Destination.

12. Explain the charactrestics of Tourism Destination.

13. List out the principles on which Sustainable Tourism Planning is bulit upon.

14. List out the indicators for assessing tourism potential of a destination.

15. Interpret the major elements of a Destination plan.

16. Define and discuss various types of carrying capacity.

17. Explain the difficulties in Branding a tourist destination.

18. Discuss the advantages of Public Private partnership in Tourism Development.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Develop planning process for destination development with the help of an example.

20. Analyse the role of Travel Motivators in destination development.

21. Research the major RT initiatives of destination Kerala.

22. Discuss latest means & ways to promote Kerala as a tourist destination.

(2×5=10 weightage)