Roll No. _____

END SEMESTER EXAMINATION
SEMESTER- V

COURSE CODE : TTM 408 | **DURATION:3 (THREE)HRS**
COURSE TITLE : DESTINATION DEVELOPMENT IN TOURISM | **MAXIMUM MARKS : 75**
SESSION : JULY-DEC'2021 | **PASS MARKS : 35 %**

NOTE:
1. All the questions are compulsory
2. Attempt any 5 (five) questions.
3. Mark for each question is shown against it.
4. Assume suitable logical data wherever necessary.

1.	**(a)**	Describe with diagram the concept of Lazer's Product Life Cycle.	**(3+2)**
	(b)	State & Explain Plog's Destination Life Cycle with suitable diagram.	**(2+3)**
	(c)	Discuss Roger's Innovation Adoption Model for a tourism destination.	**(3+2)**
2.		Discuss the following major economic benefits of tourism	
	(a)	Foreign exchange earnings, Employment generation	**(3+3)**
	(b)	Multiplier effect, Invisible export	**(3+2)**
	(c)	Define Mixed Economy; Is it good for tourism? Comment	**(2+2)**
3.	**(a)**	Define Eco Tourism as defined by at least 4 experts.	**(2+2)**
	(b)	Discuss the importance / significance of Eco-tourism in world .	**(3+3)**
	(c)	Describe Land based, Marine, snow based & freshwater Eco-tourism activities .	**(2+3)**
4.	**(a)**	Explain : Sustainable Tourism, Stakeholder & Carrying Capacity	**(3+2)**
	(b)	Discuss why there is a need for sustainable tourism; Discuss the role of N.G.O. in it.	**(3+2)**
	(c)	Write notes on : Humane Tourism, Responsible Tourism ;	**(2+3)**
5.	**(a)**	Define a 'tourism destination'; Write notes on Cultural, historical, Religious destination in India.	**(3+2)**
	(b)	Describe the Importance & Logic of a tourism destination;	**(3+2)**
	(c)	Write note on Gastronomic, Adventure & sea-beach destinations in India.	**(3+2)**
6.	**(a)**	Should India allow 'multi-national companies' to do business in hotels, airlines, restaurants, theme parks, tour operations etc ? write your opinion.	**(3+2)**
	(b)	Explain the undesirable impact of tourism like seasonality of tourism, sensitive to change in fashion,	**(3+2)**
	(c)	Write notes on : Art & craft destinations, Niche Destinations	**(3+2)**
7.	**(a)**	Describe the negative impact of tourism like creation of part-time jobs, Leakage of tourism revenue to other countries .	**(3+2)**
	(b)	Discuss how too much tourist arrival spoils /pollutes the water, air, forest, environment & ecology.	**(2+3)**
	(c)	Write notes on : Opportunity cost, Free Independent Tourists	**(3+2)**
8.	**(a)**	Define how tourism can be a political tool to create friendship with foreign countries	**(3+2)**
	(b)	Describe the political impact of tourism with the case of Cuba, China & Vietnam.	**(3+3)**
	(c)	Discuss how tourism & public administration are linked to each other in India.	**(2+2)**