

0MBA (TTM)

Destination Management (PGTTM2C005T)

Time Allowed: 3 Hrs

Max. Marks: 100

**Section A**

Note: 1) Attempt all questions and choose the most appropriate answer.

2) Maximum time allowed is ten minutes.

3) Each question carries one mark.

Q1. Which of the following is not ten A's of successful destination?

- a) Assurance      b) Action      c) Appreciation      d) None of the above

Q2. Which of the following countries does not have Ministry of tourism?

- a. Bahamas.      b. Kenya      c. China.      d. Oman.

Q3. Tourism zoning is a plan content topic under?

- a. Appearance.      b. Action      c. Accountability      d. Appreciation

Q4. If an attraction is owned by central government or local authority, it is owned by:

- a. The public sector.  
b. A voluntary organization  
c. A partnership.  
d. A charitable trust.

Q5. The main or core values that are the main platform for the brands competitive identity is known as?

- a) Brand Equity.      b. Brand Essence.      c. Brand Identity      d. Brand personality

Q6. Which of the following is the Traditional concept of Tourism Destination?

- a) Destination is 'an area where people spend their holidays, and the resulting impacts of their activities'.  
b) Destination is a place where people spend their holidays.  
c) 'Managing the demand for tourism and its impacts on the destination'.  
d) All of the above.

Discuss the concept of carrying capacity and importance of carrying capacity for sustainable development of destination?

#### UNIT 4

Q4. What are the contributions of research for each of the roles of destination management?

Or

Why it is important for a DMO to plan for risk management and what are some of the risks that might be encountered?

#### UNIT 5

Q5. Which future trends and potential challenges will destination and DMO's be facing?

Or

What are the characteristics of effective DMO's Websites??

#### Section C

Note: 1) Attempt any three questions. Question No. 5 is compulsory.

2) Each question carries fifteen marks.

Q1. What is Destination Management Organization? Discuss the roles and importance of DMO in the promotion and development of the tourism destination?

Q2. What is destination marketing planning? Explain the process of destination marketing planning using Destination marketing system and PRICE model?

Q3. Discuss the process of new product development and master plan development in detail?

Q4. What is Destination branding and discusses important characteristics of a good destination brand and challenges involved with doing destination branding?

Q5. Analyze the case study and answer the case study questions?

#### Case Study

##### The Greater Yellowstone National Park

The Greater Yellowstone Region is home to the world's first national park (Yellowstone), a complete array of large predator/prey relationships, and a place of unmatched recreation and beauty. The communities of the region are clean, safe, and prosperous. Increasing numbers of people are discovering that the region is a wonderful place to live and work. More than 23,000 square miles demarcate the Greater Yellowstone Region; it is largely defined as the historical range of the Yellowstone grizzly bear. The area is home to two national parks (Yellowstone and Grand Teton) and seven national forests; 80% of the 18-million-acre (7.2 million hectares) land base is publicly owned and