

[31103]

**M.B.A. TOURISM AND HOSPITALITY DEGREE EXAMINATIONS**

**THIRD SEMESTER**

**PAPER - III : DESTINATION MANAGEMENT**

*(W.E.F. 2015-16 Admitted Batch)*

**Time : 3 Hours**

**Maximum : 75 Marks**

**SECTION - A**

**Answer any FIVE of the following.**

**(5×4=20)**

1. a) Define Destination
- b) Destination Stakeholders
- c) Global destination patterns
- d) What is meant by Destination Life Cycle?
- e) Write any four Tourism Destinations in Andhra Pradesh.
- f) Write any 4 Tourism Destinations in Telangana
- g) VIS
- h) World Heritage site in India.

**SECTION - B**

**Answer All of the following.**

**(5×8=40)**

2. a) Discuss the features of Tourism.  
(OR)  
b) What are the components of Destination.
3. a) Explain the Market Share of the Destination Management in Tourism. Explain.  
(OR)  
b) Describe the Current Trends in Destination Development.
4. a) Write a short notes on Destination Life Cycle theory.  
(OR)  
b) Describe the Tourism Optimization Management Model.

5. a) Explain the process of the Tourism development planning at National level.  
(OR)  
b) Write briefly the steps in preparation of feasibility Report for development of a Destination.
6. a) Discuss the Strategies to handle Visitor Management at Charminar.  
(OR)  
b) Write Shortly a VIS at World Heritage Site.

### SECTION- C

7. **Case Study** (15)

Destination Marketing Organization (DMO) play a substantial role in marketing and management of tourist destinations. Presence of both public and private stakeholders often makes it a complex task because of conflicting interests. A detailed study of Destination Marketing and Management Organizations of India reveals its evolution and present concept in light of establishment of DMOs in other countries. The objective of the paper is to explore the development of Ministry of Tourism as a DMO or NTO. Data available from the official websites of the tourism departments of concerned states and Ministry of India were recorded and interpreted to understand the role of Ministry of Tourism, India as a National DMO and State/Union Territory Tourism Departments as Regional Tourism Organization (RTO). The organizational structure of DMOs is quite different in Indian ministerial system of government when compared to other countries. Ministry of Tourism functions as National Tourism Organization (NTO) in promoting India as a destination. It is found that State and Union Territory Tourism Departments work as DMOs under Ministry of Tourism, India. State/UT tourism departments promote their geographical areas, hence, they may be considered as Regional Tourism Organizations (RTOs). (PDF) Destination Marketing and Management Organizations in India

**Questions:**

1. Describe the Destination Management Strategies in India.
  2. What is your Strategy to Manage Ramoji film city with 10000 visitors everyday.
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