

[41102]

**M.B.A. TOURISM & HOSPITALITY DEGREE EXAMINATIONS
FOURTH SEMESTER**

**Paper -II: RESORT AND RECREATION TOURISM
(W.E.F. 2015-16 Admitted Batch)**

Time : 3 Hours

Maximum : 75 Marks

SECTION - A

Answer any FIVE questions.

(5×4=20)

1. a) What is meant by Recreation?
b) Recreation vehicles.
c) Recreational Demand
d) Tourist motivation.
e) Urban Recreation
f) Marketing mix
g) Climate change & Recreation
h) National Parks.

SECTION - B

Answer all the questions

(5×8=40)

2. a) Discuss the Range of recreation Business.

(OR)

- b) What are theme parks. Explain with example.

3. a) Explain the Gender and social constraints in Recreational Tourism.

(OR)

- b) How do you explain the Relationship between leisure, recreation and tourism.

4. a) Discuss the Impact of recreation on Tourism.

(OR)

- b) How do you explain Recreation Resource Management.

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(1)

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5. a) How do you develop a Recreation Services Product?

(OR)

b) What is your marketing strategy to market recreational services to the target market.

6. a) Discuss the National Parks in India.

(OR)

b) Write notes on Environmental perspectives on coastal recreation.

SECTION - C

(1×15=15)

(CASE STUDY)

Visitor's Arrivals and Destination Development.

The Development of tourism over the years has become a major catalyst that has led to the socio-economic development of most tourism destinations such as Kenya, South Africa, Brazil and Thailand great tourism potentials. Tourism can be categorized into domestic and international tourism. Domestic tourism describes travels within the country of residence, while international tourism deals with travels to other countries Mathieson (2005) in his analysis of the meaning of tourism, deduced that tourism is the temporary movement of people to destination outside their normal places of work and residence.

Question:

What is domestic & international Tourism?
