

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 614

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Unique Paper Code : 6132403501

Name of the Paper : Destination Management
(DSC5.2)

Name of the Course : **B.A. (V.S) Tourism
Management (NEP)**

Semester : V

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt any 5 questions.
 3. All questions carry equal marks.
 4. Part of the questions to be attempted together
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1. Describe the destination lifecycle model concept. In what ways may destinations apply this paradigm to sustain or enhance their appeal over time?
 2. Compare the efficacy of traditional and digital marketing strategies for promoting a destination.

P.T.O.

Which, in your opinion, is better at reaching a worldwide audience, and why?

3. Choose a popular tourist destination of your choice. Name its typology and describe how its distinctive qualities have aided in its appeal.
4. Describe how social media and digital marketing are used to promote destinations in the modern world.
5. Examine the role that strategic planning plays in the growth of a destination. Why is diversification and the creation of new products crucial to maintaining the appealing qualities of a destination?
6. Explain the significance of sustainable practices in the planning of travel destinations. What are the possible advantages and difficulties of putting these practices into practice?
7. Discuss the importance of market segmentation in destination marketing. How does an understanding different target market influence a destination's marketing strategy?
8. Write short notes on the following : (9×2)
 - (a) Crisis management at destination
 - (b) Typology of tourism destinations