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M.B.A. (Fourth Semester) Examination, 2020

APR-MAY

(New Course)

(Specialization : Applied Electives)

(Management Branch)

TRAVEL and TOURISM (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Both the sections A & B are compulsory.

Section - A

Note : Attempt any five questions. Each question carries 12 marks each.

1. Define tourism. Explain managerial and economic perspective to the study of tourism management.

2. What is the difference between :
 - (a) Travel and Tourism
 - (b) Domestic and International Tourist
 - (c) A tourist and Excursionist
3. Describe the various characteristics of a tourism product & with the help of examples distinguish between Natural and Man-Made Tourist Products?
4. What is the need for planning in Tourism development & also elucidate the role of government in tourism development?
5. What is a package tour? How are they significant from both the supplier and customer perspectives?
6. "Travel agencies are the image builders of a tourist destination. Promotion of tourism depends on the role and function of Travel agency". Explain the role of a travel agency in context of the above statement?
7. What are the different documents required for international travel?
8. Which are the areas covered by the Protected Area permit (PAP)/Restricted Area Permit (RAP) regime?

What are the guidelines for obtaining Protected Area Permit / Restricted Area Permit?

Section - B

(Compulsory)

CASE STUDY

When 'development' is destruction.

It will take years to roll back the physical, psychological, social, economic and ecological damage wrought by the terrible floods in Uttarakhand, which killed more than 1,000 people. The deeper causes of this epic tragedy were not natural, but manmade. They ensured that cloudbursts and heavy rainfall, which routinely occur in Uttarakhand's upper hills, turned into a catastrophe.

The causes include official policies and governance failures: aggressive promotion and runaway growth of tourism; unchecked, unplanned development of roads, hotels, shops, mines and multi-storeyed housing in ecologically fragile areas; and above all, the planned development of scores of environmentally destructive hydroelectricity dams. This is the end-result of extensive deforestation of mountain tracts, rampant and mining along river-banks, haphazard construction of roads along

crumbling ridges, a cancerous growth of tourism leading to the proliferation of ill-designed, ecologically unsound hotels, guest houses and restaurants, and above all, the building of hundreds of dams to generate electricity for export to other states.

All these speak to multiple policy and governance failures. Even the intensity of the initial cloudburst seems related to a man-made phenomenon-global warming. Cloudbursts occur when excessive moisture is trapped inside a warm cloud envelope and is suddenly condensed. The process is part of recent changes in the monsoon cycle and greater variation in daily rainfall. A National Atmospheric Research Laboratory study shows a 14.5 percent decadal rise in the frequency of very heavy rain-events in India over half-a-century.

This time, however, the floodwaters, laden with lakhs of tonnes of silt, boulders and debris from dam construction, found no other outlet than hundreds of villages and towns. Some buildings were covered under several feet of mud. Aggravating this were two huge downpours of water and rocks from the high mountains, in all probability caused by glacier lake outburst floods (GLOFs), which deluged Kedarnath. GLOFs, or the explosive bursting of glacier lakes, are a consequence of human-

induced climate change, which is causing rapid glacier melting in the Himalayas.

An early warning system, effective evacuation plans, and a responsive disaster management system would have prevented a massive loss of precious life. But they weren't in place -- another governance failure. Relatively inexpensive radar based cloudburst forecasting technology would have given a three-hour warning. But it wasn't installed because of inter-agency squabbles. The meteorological department has no reliable record of rainfall at specific locations from June 15 onwards. In fact, according to media reports, Kedarnath didn't even have a rain gauge!

No evacuation plan was drawn up for Uttarakhand's vulnerable districts despite their recent history of disasters, including earthquakes and floods. As the Comptroller and Auditor General pointed out this past April, the Uttarakhand Disaster Management Authority, formed in October 2007, has never met or formulated "rules, regulations, polices or guidelines". Clearly, no lessons have been learnt either from the great earthquakes of Uttarkashi (1991) and Chamoli (1998), or recent major flash foods and other monsoon-related disasters in Uttarkashi and Rudraprayag districts, each involving death and destruction.

The state government has zealously promoted tourism to a point when tourist arrivals reached 25 million, almost two-and-a-half times Uttarakhand's entire population of 10.8 million, devastating the ecology and devouring tens of thousands of acres of forest land. Hotels, houses, shops and restaurants were recklessly built upon caving roadsides, steep slopes, and worst of all, on the flood plains of rivers. Encroachment of these "natural boundaries" of rivers is fraught with grave danger. Yet, important government buildings, including a university, a radio station, a jail and the headquarters of the Sashatra Seema Bal, were built on flood plains knowing the worst culprits are the large numbers of hydroelectric dams, which have spread like a rash in the basins of the Alakananda, Mandakini and Bhagirathi, and their tributaries.

Questions :

- (i) Read the above given case and identify the main flaws of tourism planning?
- (ii) Do you think sustainable tourism development can be a remedy to the problems.
- (iii) According to you what are the aspects that should be kept in mind before planning tourism in such areas?