

M.Com. (Semester IV) Examination, August, 2020

COO 418 : TOURISM AND TRAVEL MANAGEMENT (OA-18A)

Duration: 2 Hours

Maximum Marks: 30

Instructions: 1) Question No.1 consists of 5 compulsory questions of 2 marks each.

2) Answer any four (4) questions from 2,3,4,5,6,&7.

3) Figures to the right indicate marks assigned to the questions.

Q1) Answer the following questions.

(5x2=10)

- a What is Sustainable Tourism?
- b Explain any 2 Evils of Tourism.
- c What is Health and Wellness Tourism?
- d Explain the concept of Tourism Multiplier effect with supporting example.
- e State the Functions of Goa Tourism Development Corporation (GTDC).

Q2) Enumerate briefly the various Components of the Tourism and Travel Industry.

(5)

Q3) 'The Tour Operator plays a vital role in the distribution of the Travel related services to the Society'. Discuss.

(5)

Q4) Explain the Adverse Social and Environmental Impacts of Tourism on a Tourist Destination.

(5)

Q5) 'The Various Tourist Business Organisations and Tourist to a destination play an important role as stakeholders in the Tourism Industry to ensure the practice of Responsible Tourism at a particular Tourist Destination'. Discuss.

(5)

Q6) Explain the Individual and Destination Factors determining the Tourism Demand.

(5)

Q7) What is Virtual Tourism? Explain the Role of Social Networking sites on Tourism.

(1+4)
