

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
NUVEM - GOA**

SEMESTER END EXAMINATION, APRIL-MAY 2023

Semester: II OF B.Com

Course Title: Tourism and Hospitality Management

Course Code: COG116

Total Marks: 80 Date: 25/04/2023 Duration: 2Hrs

Total No. of pages: 02

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.I. Answer any FOUR from the following.

(4x4=16)

1. Explain the role of tourism resources in destination attractiveness.
2. What are tourism products?
3. Who is a tourist?
4. Explain ecotourism and religious tourism.
5. Elucidate the concept of sustainable tourism.
6. Explain any 2 factors that influence tourism demand.

Q. II Write short notes on any FOUR of the following.

(4x4=16)

1. Explain how tourism activities affects balance of payments of a country.
2. Discuss the political impacts of tourism.
3. What are the employment opportunities in hospitality industry?
4. Explain global gaming and casino operations as recent trends.
5. Briefly explain the origin of hospitality industry.
6. What do you mean by event planning and theme park?

Q.III (A). Explain in detail the 5 A's of tourism product. (12)

OR

Q.III (B) Explain the characteristics and importance of tourism. (12)

Q.IV(A). Explain primary and secondary constituents of tourism industry. (12)

OR

Q.IV (B). Explain push and pull factors of motivation in tourism. (12)

Q.V (A). Critically evaluate the environmental and socio-cultural impact of tourism.

OR (12)

Q. V (B). Explain the economic impacts of tourism. (12)

Q.VI (A). Sustainable tourism development is the need of the hour-Justify. (12)

OR

Q.VI (B). Explain tourism and hospitality industry in the 21st century. (12)
