

Reg. No..... Name.....

BA / BSc / BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2024
UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE TOURISM (MANAGEMENT)

COURSE: 24UBBADSC103: INTRODUCTION TO TOURISM

(For Regular 2024 Admission)

Time: 2 Hours

Max. Marks: 70

PART A

Answer All

1. Define Tourism
2. What is the difference between a traveler and tourist?
3. What do you understand by the term Socio-cultural impacts of tourism?
4. Who is a DMO?
5. State Global tourism in a nutshell. (2 x 5 = 10)

PART B

Answer any 5 questions

6. What influences the tourist while choosing their destinations?
7. Elucidate on Public-Private Partnerships.
8. Does tourism boost the environment? Justify.
9. Explain the significance of Tourism Business Management
10. Global tourism issues are moving towards a concerning rate, how would you help to eliminate the issues?
11. What are the various levels of tourism planning? (5 x 5 = 25)

PART C

Answer any 1 question

12. Discuss the key factors that have contributed to the growth and development of the tourism industry in recent decades.
13. Discuss the phenomenon of over tourism, highlighting its causes, impacts, and potential solutions (10 x 1 = 10)

PART D

14. **Let's Discuss with a case:**

In a small coastal town famous for its traditional fishing culture, the influx of tourists has transformed the community. Once peaceful, the town is now crowded with visitors seeking "authentic" experiences. Local fishermen are pressured to perform for tourists rather than fish for their livelihoods. Traditional festivals have become commercialized,

catering more to tourists than to locals. As housing prices soar due to demand for vacation rentals, many residents are forced to relocate. Tensions rise between locals and tourists, with the community grappling with the loss of its cultural identity and the social strain of tourism-driven change.

- a. Has there been an overstepping by the tourism industry?
- b. How has tourism impacted the local culture?
- c. What is the overall impact upon their economy?
- d. What is DPM? How will DPM help in these situations?
- e. How will you help this small coastal town to thrive?

(25 x 1 = 25)