

Reg. No.....

Name.....

B. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2025
UGP (HONS.) SEMESTER - 3: DISCIPLINE SPECIFIC ELECTIVE (COMMERCE)
COURSE: 24UCOMDSE230: TOURISM PRINCIPLES AND PRACTICES

(For Regular 2024 Admission)

Time: 1.5 Hours

Max. Marks: 50

PART A (Very Short Answer)

Answer any five questions. Each carries 2 marks

1. What is meant by international tourism? (CO1 R)
 2. Name any two early travel motivators. (CO3 R)
 3. State two roles of the Ministry of Tourism, Government of India. (CO2 R)
 4. Define sustainable tourism in one sentence. (CO4 R)
 5. Mention any two forms of sustainable tourism. (CO4 R)
 6. What is the difference between a visitor and a tourist? (CO1 U)
- (2 × 5 = 10)**

PART B (Short Reasoning)

Answer any three questions. Each carries 5 marks

7. Explain the scope and significance of tourism in a developing country like India. (CO1 U)
 8. Describe how tourism demand can be measured with the help of tourism statistics. (CO3 A)
 9. Briefly explain the role of the Federation of Hotel and Restaurant Associations of India (FHRAI). (CO2 U)
 10. Give reasons why PATA (Pacific Asia Travel Association) is important for tourism development in Asia-Pacific? (CO2 An)
 11. Discuss why carrying capacity is critical for the long-term sustainability of popular destinations. (CO4 E)
- (5 × 3 = 15)**

PART C (Long Reasoning)

(Answer any one question. Each carries 10 marks)

12. Discuss the objectives and need for tourism planning in detail. (CO4 – An)
 13. Explain the factors influencing tourism demand and supply with examples. (CO3 – An)
- (10 × 1 = 10)**

PART D Case Study (Compulsory - 15 Marks)

Read the case carefully and answer all three questions. Each carries 5 marks

Case Scenario

Sikkim has emerged as a popular tourist destination known for its natural beauty, monasteries, and adventure activities like trekking and river rafting. The state government now wants to promote community-based tourism in remote villages to create employment and preserve local culture.

The project aims to encourage homestays, promote local organic food, and involve youth in guiding and adventure tourism. But there are challenges: lack of professional training, limited infrastructure, poor connectivity, and risk of cultural dilution due to commercialization. Still, the initiative provides opportunities to brand Sikkim as a model for sustainable and community-driven tourism.

Questions:

- 14 (a) Why is tourism planning vital for ensuring success of this project? (CO4 A)
- (b) Suggest how travel motivators like adventure, culture, and nature can be used to market community-based tourism. (CO3 C)
- (c) Which organizations could provide support for capacity building and Promotion of this initiative? (CO2 A)
- (5 × 3 = 15)**