B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION - OCTOBER 2025
UGP (HONS.) SEMESTER - 3: DISCIPLINE SPECIFIC COURSE
COURSE: 24UBBADSE203: TOURISM PRINCIPLES AND PRACTICES

(For Regular 2024 Admission)

Time: 2 Hours   Max. Marks: 70

PART A

(Answer all questions, each 2 marks)

1. Define destination competitiveness in one sentence and cite one indicator.   (CO1, U)
2. Distinguish between push and pull travel motivators with one example (any one pair).   (CO3, U)
3. State the core idea of strategic environmental assessment (SEA) in tourism planning.   (CO4, U)
4. List any two socio-cultural externalities (positive or negative) of tourism.   (CO5, U)
5. What is economic leakage in tourism? Mention one common cause.   (CO5, U)

(**2 × 5 = 10**)

PART B

(Answer any 5 questions, each 5 marks)

6. Analyze how visa policies and geopolitical tensions reshape international travel corridors, with examples.   (CO1, An)
7. Examine how airline alliances and air connectivity (e.g., open skies, hubs) redistribute global tourist flows.   (CO1, An)
8. Compare methods of measuring tourism demand (arrivals, receipts, bed-nights). When can each be misleading?   (CO3, An)
9. Evaluate the impact of the sharing economy (homestays, ride-hailing) on destination supply, quality, and regulation.   (CO3, E)
10. Analyze a multi-level tourism planning process (state–district–site) using tools like zoning, LAC/carrying capacity, and stakeholder mapping.   (CO4, An)
11. Evaluate community-based tourism (CBT) as a vehicle for landscape-level conservation— benefits, trade-offs, and KPIs.   (CO4,   E)
12. Discuss how FDI shapes tourism infrastructure and jobs while creating risks (enclave development, leakages).   (CO5, An)

(**5 × 5 = 25**)

PART C

(Answer any 1 question, each 10 marks)

13. Critically evaluate how currency fluctuations and shifting geopolitical blocs (e.g., BRICS/ASEAN alignments) alter a destination's origin-market portfolio risk; propose two hedging strategies.   (CO1, E)
14. Analyze drivers of seasonality in coastal/heritage destinations and design a demand-smoothing calendar with actionable tactics.   (CO5,An)

(**10 × 1 = 10**)

PART D – Case Study

(Compulsory, 25 Marks – answer all parts)

Case Scenario: Mangrove Coast Biosphere – Tourism at the Water's Edge

Mangrove Coast Biosphere (MCB) is a coastal wetland in South India known for backwaters, mangrove forests, and turtle-nesting beaches. Visitor numbers have surged due to kayaking, birding, and cultural boat parades. A proposed "Blue-Green Circuit" plans stilted boardwalks, low-impact ecolodges, community-owned homestays, and guided night safaris. A river-adjacent cruise terminal is also under consideration by the port authority. Impacts are emerging: bank erosion near popular jetties, plastic litter from picnic traffic, wildlife disturbance at nesting sites, and dry-season water stress. Fishing communities fear restricted access and cultural dilution; youth out-migration remains high due to seasonal jobs. The state proposes zoning, visitor caps via permits, a green tax, decentralized waste MRFs, and a skills academy with industry partners.

Questions:

15. (a). Identify the key environmental and socio-cultural impacts of tourism visible in MCB. (CO5, U)

   (b). Propose planning measures (zoning, carrying capacity, infra, governance) to address the issues without harming livelihoods. (CO4, A)

   (c). Using motivators—adventure, leisure, culture—design three micro-itineraries for different segments and justify the fit. (CO3, An)

   (d). Evaluate the economic benefits and drawbacks (jobs, MSMEs, price inflation, leakages, seasonality) for local households. (CO5, E)

   (e). Suggest a sustainable tourism strategy that integrates eco-tourism and community participation (ownership model, benefit-sharing, monitoring KPIs). (CO4, C)

CO – Question Mapping

(1 x 25 = 25)

Part	Q. No	CO	Cognitive Level
A	1	CO1	Understand (U)
A	2	CO3	Understand (U)
A	3	CO4	Understand (U)
A	4–5	CO5	Understand (U)
B	6–7	CO1	Analyse (An)
B	8–9	CO3	Analyse/Evaluate
B	10–11	CO4	Analyse/Evaluate
B	12	CO5	Analyse (An)
C	13	CO1	Evaluate (E)
C	14	CO5	Analyse (An)

Part	Q. No	CO	Cognitive Level
D	15(a)	CO5	Understand (U)
D	15(b)	CO4	Apply (A)
D	15(c)	CO3	Analyse (An)
D	15(d)	CO5	Evaluate (E)
D	15(e)	CO4	Create (C)