

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

**BA BSc BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**

**UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE**

**COURSE: 24UBBADSC103: INTRODUCTION TO TOURISM**

*(For Regular 2025 Admission & Improvement/Supplementary 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

**PART A**

**Answer All Questions (Each questions carries 2 marks)**

1. Define 'Dark Tourism'. (CO1 - U)
  2. What does the acronym 'MICE' stand for & mean in tourism? (CO1 - U)
  3. What is the primary role of a 'Destination Management Organization (DMO)'? (CO1 - U)
  4. State the primary difference between 'Inbound' and 'Outbound' tourism? (CO1 - U)
  5. List & explain any two components of the Tourism Industry Structure. (CO1 - U)
- (2 x 5 = 10)

**PART B**

**Answer any 5 questions (Each question carries 5 marks)**

6. Describe the principle of 'Carrying Capacity' and its role in managing a tourist destination. (CO3 - A)
  7. Identify and briefly describe the core components that constitute the structure of the tourism industry. (CO1 – U)
  8. Summarize the key economic benefits that a country can gain from developing its tourism sector. (CO2 - An)
  9. Analyze how the opinions and recommendations of 'Family and Friends' can affect an individual's choice of travel destination. (CO2 - An)
  10. Differentiate between 'Cultural Appropriation' and 'Cultural Appreciation' in tourism. (CO4- E)
  11. In brief explain different types of tourism. (CO1 - U)
- (5 x 5 = 25)

**PART C**

**Answer any 1 question. (This question carries 10 marks)**

12. "The relationship between tourism and climate change is dual-sided." Analyze this statement by explaining how tourism contributes to climate change and how it is vulnerable to its effects. (CO4 - E)

13. Analyse the significance of the expanded **8 Ps of the Tourism Marketing Mix** for a destination manager aiming to launch a new cultural heritage circuit. Justify how a strategic blend of these elements is crucial for creating a competitive and satisfying tourist experience. (CO3 - A / CO4 - E)  
(10 x 1 = 10)

#### PART D

**Answer All questions (Each question carries 5 marks)**

Sunshine Beach," a popular coastal destination, was hit by a severe cyclone that damaged many hotels, restaurants, and roads. The destination was closed to tourists for three months for repairs. The local tourism businesses suffered huge financial losses. Now that the infrastructure is mostly restored, the destination management is trying to win back tourists and convince them that it is safe and beautiful to visit again.

#### Questions (5 marks each):

1. The cyclone is an example of a situation that requires what specific type of management in tourism? Explain about the concept. (CO4 - E)
  2. In the immediate aftermath of the cyclone, what should have been the primary focus of the second phase? Identify and explain. (CO4 - E)
  3. During the third phase, what is the main goal of the tourism marketing strategy? Identify and explain. (CO3 - A)
  4. How can the destination use "digital marketing" or "social media" to show potential tourists that it has recovered? (CO3 - A)
  5. Suggest one way the destination can use this situation as an opportunity to "build back better" for the future. (CO4 - E)
- (25 x 1 = 25)

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**OBE MAPPING**

- **CO1:** To understand and define the tourism industry and its various types.
  - **Marks:** 20 (Part A: 10, Part B, Q11: 5, Part B, Q7: 5)
- **CO2:** To analyse various factors influencing the demand and supply of tourism industry.
  - **Marks:** 10 (Part B, Q8 & Q9: 10)
- **CO3:** Apply destination planning Management Principles and various tourism marketing strategies.
  - **Marks:** 30 (Part B, Q6: 5, Part C, Q13: 10, Part D, Q3 & Q4: 10)
- **CO4:** Evaluate various trends and issues in global tourism.
  - **Marks:** 35 (Part B, Q10: 5, Part C, Q12: 10, Part D, Q1, Q2 & Q5: 15)