

St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-DECEMBER 2024

B.Com Tourism and Travel Management I SEMESTER

BCT 1324: TOURISM BUSINESS - 1

Roll No:

Date:

TIME: 3 hours.

MAX.MARKS: 80

This paper contains THREE printed pages and FOUR parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer TEN questions. Each answer carries ONE mark.

[10 x 1 = 10]

1. GIT stands for

- A. Group inclusive tours
- B. Group interested travel
- C. Ground inbound tours
- D. Ground inclusive travel

2. Which of the following describes the primary function of transportation in the tourism industry?

- A. To offer accommodation services for overnight stays.
- B. To facilitate the movement of people to and within a destination.
- C. To create attractions that draw visitors.
- D. To provide entertainment options for travelers.

3. What is the main purpose of accommodation in the tourism business?

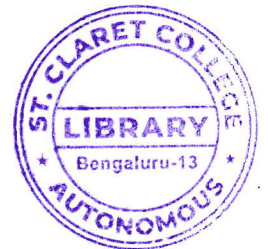
- A. To offer places where travelers can stay overnight.
- B. To provide meals that reflect local culture.
- C. To create attractions that draw visitors.
- D. To facilitate transportation to various destinations.

4. Which of the following presents the negative impact of tourism.

- A. Generation of foreign exchange
- B. Environmental degradation
- C. Mass tourism
- D. To provide transportation options for travelers.

5. PRASAD stands for

- A. Pilgrimage Rejuvenation And Spiritual Augmentation Drive
- B. Pilgrimage Rejuvenation And Sacred Augmentation Drive
- C. Pilgrimage Rejuvenation And Spiritual Arrangement Drive



D. Pilgrimage Rejuvenation And Spiritual Augmentation Demo

6. IRCTC stands for

- A. Indian Railways Catering and Tourism Company
- B. Indian Railways Catering and Tour Corporation
- C. Indian Rail Catering and Tourism Corporation
- D. Indian Railways Catering and Tourism Corporation

7. How does seasonality affect businesses in the tourism sector?

- A. It primarily affects transportation services.
- B. It leads to peaks and valleys in tourist numbers, causing inconsistent income.
- C. It ensures consistent income throughout the year.
- D. All of the above

8. What is a significant challenge related to the environmental impact of tourism?

- A. Increased job opportunities in tourism.
- B. Overcrowding and pollution in popular destinations.
- C. Improved infrastructure for local communities.
- D. Enhanced cultural experiences for travelers.

9. Which of the following is a pull factor

- A. Climate
- B. Garbage
- C. Over population
- D. Pollution

10. Covid – 19 has a positive effect on tourism industry.

- A. True
- B. False

PART-B

Answer any THREE questions. Each answer carries EIGHT marks. [3 x 8 = 24]

- 11. Write a note on importance of tourism.
- 12. Explain the 5 A's of tourism.
- 13. Explain the various types of accommodation.
- 14. Discuss the impacts of terrorism on tourism.
- 15. List out the factors contributing to the growth of tourism in India.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks. [3 x 12 = 36]

- 16. Illustrate the history of travel.
- 17. Explain the factors contributing to the growth of tourism business.
- 18. Elucidate the positive and negative impacts of tourism.
- 19. Discuss the role of technology in tourism industry.
- 20. Comment on the future business with special reference to India.

PART-D

21. Analyze the following situation and answer the sub questions. [10 Marks]

The Tourism Business in India

India is a diverse and vibrant country with a rich cultural heritage, stunning landscapes, and historical significance. The tourism industry has become a vital part of the Indian economy, contributing significantly to GDP, employment, and foreign exchange earnings. However tourism in India is faced with multiple challenges. Namely.

Infrastructure: Many regions still lack adequate transportation, accommodation, and sanitation facilities. **Seasonality:** Tourist influx is often seasonal, affecting the stability of businesses. **Safety and Security:** Concerns over safety, especially for solo female travelers, can deter tourism. **Environmental Impact:** Over-tourism in certain areas leads to environmental degradation.

Strategies for growth of tourism

1. **Sustainable Tourism Practices:** Promoting eco-friendly tourism and responsible travel to protect natural resources.
2. **Digital Marketing:** Leveraging social media and travel platforms to reach a global audience.
3. **Skill Development:** Training programs for hospitality staff to enhance service quality.
4. **Government Initiatives:** Policies aimed at improving infrastructure, visa facilitation, and tourism promotion.

The tourism business in India holds immense potential for growth, driven by its diverse offerings and cultural richness. Addressing the challenges through sustainable practices, improved infrastructure, and effective marketing strategies can enhance the sector's contribution to the economy and ensure a rewarding experience for travelers.

Sub Questions:

- A. Present the future outlook of the tourism sector in India
(5 Marks)
- B. Present your views on the need for strategic intervention for growth of tourism business in India.
(5 Marks)

