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- N.B. 1. All questions are compulsory.  
2. Figures to the right indicate full marks.

Duration: 3 hrs Maximum Marks:100

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Q 1. Answer any two out of three questions: (20)

- a Define tourism and explain the various concepts related to tourism.  
1. 'Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops and entertainment business and of the hospitality services provided for individuals or groups travelling away from home'  
2. Concepts  
a) Inbound tourism  
b) Outbound tourism  
c) Domestic tourism  
d) Internal tourism  
e) International tourism  
f) In transit tourism
- b Explain the motives of tourism.  
The motives of tourism  
1. Push & Pull factors  
2. The Elements Theory : Escape , Search & Desire  
3. Internal & External factors
- c Discuss the role of social and electronic media intourism.  
The role of social mediaand electronic media intourism:  
a) Information search  
b) Decision making behaviours  
c) Tourism promotion  
d) Focusing on best practices for interaction with consumers using social media platforms  
e) Online Blogs which share experience  
f) Travel apps  
g) Reviews on websites  
h) Face book pages

Q 2. Answer any two out of three questions: (20)

- a What are the environmental factors which influence tourism?  
The environmental or geographical factors  
a) Scenery and landscape  
b) Climatic conditions  
c) Animal life
- b Discuss the different historical and cultural factors of tourism.  
**Historical factors of tourism:** People love and enjoy famous ancient monuments of

02

historical experience. They are interested in exploring destinations where famous ancient events took place. These could be those monuments, marvellous forts, castles and palaces of earlier kings and queens, etc. Examples Pyramid of Giza, Great Wall of China, TajMahal of India etc..

**Cultural factors of tourism:** Culture includes way of life, folklore, artistic impression, food habits etc. Periodic events like festivals, shows, fairs, celebrations provide valuable attractions to tourist. Such events connects tourist to local culture and daily life of locals. Culture is one of the most basic tourism factors that attracts tourist from different corners of the world.

- c Explain the various educational and ethnical factors influencing tourism development of a country.

**Educational factors:** student may visit countries for taking special educational course or for higher studies. The duration of stay varies depending upon the type of study course chosen. During their stay they visit several tourist places in the country they have adopted for education.

**Ethnical factors:** Ethnic tourism is related to immigrants choosing their countries of origin as their out bound travel destination. Ethnicity is increasingly being recognized as a powerful driver of return visits of relatives and friends in the country of origin of the migrants. The sense of lost roots is a potential influence for travel. It is a particularly strong influence in the countries of North America and Australia.

Q3. Answer any two out of three questions: ( 20 )

- a Write a note on tourism infrastructure.  
Tourism infrastructure includes:
- a) Transport
  - b) Accommodation
  - c) Amenities
  - d) Support Facilities
  - e) Administrative Set up
- b Describe the essential facilities in tourism sector.  
The essential facilities in tourism sector are:
1. Accommodation
  2. Safety
  3. Logistics
- c Explain the role of different services in tourism.  
Ancillary and supplement Services:
- a) Travel Insurance
  - b) Park/Event Tickets
  - c) Car Hire
  - d) Car Insurance
  - e) Airport Parking
  - f) Foreign Exchange
  - g) Luggage Safety
  - h) Tour guide
  - i) Chauffeur Service

Q4. Answer any two out of three questions ( 20 )

- a What are the negative impacts of tourism development on environment?

The negative impacts of tourism development on environment:

- 1) Uncontrolled Development
- 2) Water pollution
- 3) Air pollution
- 4) Noise pollution
- 5) Visual pollution
- 6) Land Degradation
- 7) Solid waste and littering
- 8) Destruction and Alteration of Ecosystem
- 9) Pilgrimage tourism and environmental pollution

- b Mention the various economic and other impacts of tourism development.

A) Economic impacts of tourism development are

**Positives** are Multiplier Effect, Income generation, Forex earnings, government revenues, regional development and economic value of cultural resources.

**Negatives** are Import leakages, seasonal character of job and increase in prices of essential commodities.

B) Other impacts (Socio-Cultural) of tourism development are

**Positives** are Developing positive attitude towards each other, Learning about diverse cultures, Reducing negative perception, etc.

**Negatives** are Commoditisation, Demonstration effect, Tension and Hostility, Creating a sense of antipathy, Rise of illicit activities.

- c Discuss the concept and need for sustainable tourism development.

Sustainable tourism is that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and the host communities.

Need for sustainable tourism:

1. To make optimal use of environmental resources that constitute a key element in tourism development.
2. To respect the socio-cultural authenticity of host communities, conserve their cultural heritage and traditional values.
3. To ensure a viable and long term economic operations, providing socio-economic benefits to all stakeholders.
4. Maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
5. To contribute to inter-cultural understanding and tolerance.

Q.5. Write short notes on any two out of three

(20)

- a **Significance of tourism.**

- 1) One of the fastest growing industries in world
- 2) Major source of foreign exchange earnings
- 3) Employment generation for many developing countries

04

- 4) Closely linked with all round development of the region
- 5) Key driver of socio-economic progress in developing and underdeveloped countries.
- 6) Increase in FDI for countries
- 7) Source of government revenues in countries
- 8) Assists in infrastructure development.

**B Growth of tourism in India.**

Domestic tourism is as old as the Indian society. India is a vast country of great beauty and diversity and her tourist potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2010-2020, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

**c Accommodation.**

The term accommodation loosely covers food and lodging. Places of tourist's interest must be capable enough to provide good accommodation and catering facilities. A type of accommodation required by tourist depends on their lives-styles, standard of living, capacity to spend money, nature of services expected, etc. Generally tourism mostly prospers in those areas where good lodging and food facilities are available at reasonable prices. The types of accommodation have undergone considerable changes since last three decades. Classification of accommodation is on the basis of ratings like five stars and below. Accommodation itself is an important tourist attraction. A large number of tourist visit a particular spot simply because there is a first class hotel which provide excellent services and facilities. These facilities differ from one to another hotel. They are Rooms, Restaurants, Bar, Shopping Complex, Health Club, Beauty Parlour, Swimming Pool, Travel Agency, Coffee Shop, Banquet Hall, House Doctor, Sports facility, Car Parking, Pastry Shop, Laundry, Recreational Facilities, etc.