



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 18/11/2025

Batch and Semester: 2025-28, Semester 1

Total Marks: 80

Time Duration: 2 hours

Course Name: Fundamentals of Tourism

Course Code: MGT-100

Faculty: Mr. Frazer Rodrigues

This paper contains 04 pages in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____ Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



Q.1) Answer the following questions. (8 x 2 Marks)

(16 Marks)

- I. What are the different types of tourism based on the purpose of travel?
- II. What is Cultural Tourism?
- III. What is the role of transportation in tourism?
- IV. What factors influence the development of a tourist destination?
- V. Name two types of accommodation facilities commonly found in tourist areas.
- VI. Who is considered an international tourist?
- VII. What does "Ecotourism" focus on?
- VIII. What are two essential components of a tourism product?

Q.2 A) i) Explain why it is important for tourism marketers to understand the motivations of tourist.

(4 Marks)

ii) Distinguish between inbound and outbound tourism, providing examples for each.

(2 Marks)

OR

Q.2 A) iii) In what ways does understanding tourist's desires and expectations help in developing marketing strategies?

(4 Marks)

iv) Why is it important for tourism marketers to recognize the role of cultural heritage in attracting tourists?

(2 Marks)

Q.2 B) i) Describe the role of transportation and its influence on the growth and accessibility of tourism in a region.

(4 Marks)

ii) How do government policies control and manage tourism activities?

(2 Marks)

Q.2 C) How do different travel appeals influence tourist's decisions to visit a destination? (4 Marks)



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Q.3 A) i) Local authorities are looking for ways to address pollution caused by tourists at a popular beach destination. As a tourism consultant, how would you suggest engaging both tourists and local businesses in eco-friendly initiatives? **(4 Marks)**

ii) If you were tasked with designing a promotional campaign for a historical site, what key aspects would you highlight to appeal to both domestic and international tourist. **(2 Marks)**

OR

Q.3 A) iii) Given the rise of digital platforms, how would you use social media to increase tourism awareness for a lesser-known destination? **(4 Marks)**

iv) Using examples, explain how a country's local cuisine can be used to promote culinary tourism. **(2 Marks)**

Q.3 B) i) A small coastal town is hosting an annual cultural festival showcasing local music, dance, and food. However, despite its rich cultural offerings, international tourist attendance has been low in recent years. As the event coordinator, you need to develop strategies to increase the appeal of the festival to international visitors. What three strategies would you implement to enhance the festival's appeal to international tourists, while preserving its authentic cultural roots. **(4 Marks)**

ii) A popular mountain destination is facing issues with littering. The local government wants to attract tourists without damaging the natural landscape. As a tourism officer, you are tasked with developing a strategy to promote eco-tourism while preserving the destination. **(2 Marks)**

Q.3 C) i) A rural region is planning to develop ecotourism. However, challenges like infrastructure, local awareness, and environmental preservation must be addressed. How would you analyze the impact of infrastructure development, local awareness, and environmental preservation on the successful implementation of ecotourism in a rural region? **(4 Marks)**



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- Q.4 A) i)** Analyze the key factors that influence a tourist's decision when selecting a destination, and evaluate their significance using relevant examples. **(4 Marks)**
- ii)** Evaluate how seasonality impacts tourism businesses and assess its effects on local employment opportunities. **(2 Marks)**

OR

- Q.4 A) iii)** Critically analyze the contribution of the hospitality industry in improving the overall experience of tourists. **(4 Marks)**
- iv)** Evaluate the impact of influencers in shaping and promoting a tourism destination. **(2 Marks)**

- Q.4 B) i)** Assess the effectiveness of initiatives aimed at promoting sustainable tourism in a developing country. **(4 Marks)**
- ii)** Analyze how infrastructure development supports the growth and improvement of pilgrimage tourism. **(2 Marks)**

- Q.4 C) i)** A tourism initiative is launched in a conflict-prone region, aiming to foster intercultural understanding and support peacebuilding efforts. How would you design a tourism initiative in a conflict-prone region to promote intercultural understanding and contribute to peacebuilding, using a real-world example? **(4 Marks)**

- Q.5 A) i)** Evaluate the impact of post-pandemic travel trends on the tourism industry, including shifts in tourist preferences and behavior. **(4 Marks)**
- ii)** Assess the influence of online reviews and social media platforms on tourist's destination decisions and booking habits. How do they shape expectations? **(2 Marks)**

OR

- Q.5 A) iii)** A group of eco-conscious tourists seeks a sustainable travel package. What services would you recommend to align with their values? **(4 Marks)**



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iv) A family is planning a vacation and wants to minimize their environmental impact while respecting the local culture of their destination. How would you design an eco-friendly and culturally respectful travel itinerary for this family, including sustainable accommodations, transportation, and activities? **(2 Marks)**

Q.5 B) i) Analyze how marketing strategies can shape tourist's attitudes and behaviors towards responsible tourism. **(4 Marks)**

ii) Evaluate the types of destinations, activities, and messages a travel agency focused on "peace tourism" would use to create a positive impact on travelers and local communities. **(2 Marks)**

Q.5 C) i) A popular nature reserve faces overcrowding. To reduce pressure, you are tasked with designing an engaging virtual tour. Design a virtual tour experience for the nature reserve to reduce tourism pressure on fragile environments. How would you make it engaging for potential visitors? **(4 Marks)**