



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M. Sc. International Hospitality and Tourism Management

Type: Semester End Assessment (SEA)

Date: 04th January 2023

Batch and Semester: Batch 2022- 24, Semester 1

Total Marks: 40

Time Duration: 2 hours

Course Name: International Tourism Management

Course Code: IHTC402

Instructor: Mr. Edgar D'Souza

This paper contains 01 page 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.



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Answer any 4 questions. Each question carries 10 marks. (4 x 10 marks = 40 marks)

1. What are Tourist attractions? Classify the tourist attractions into any 5 categories and give examples for each type.
2. Discuss 5 factors that influence the marketing effort in the Tourism marketing mix. List 5 features of a Tourism market.
3. List 5 Effects of Globalization on the Hospitality Industry. Discuss the negative impacts of globalisation on the industry.
4. What is the role of tour operators in tourism and hospitality? List the advantages of a Tour operator.
5. Discuss the role of the Cruise Industry in Tourism. List 5 advantages of taking a cruise.
6. Discuss the social impact that travel experiences make on society. Describe the concept of Social / Subsidized Tourism.