



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 19/11/2024

Batch and Semester: 2024-27, Semester 1

Total Marks: 80

Time Duration: 2 hours

Course Name: Fundamentals of Tourism

Course Code: MGT-100

Instructor: 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.



Answer the following Questions

Q.1) Answer the following questions. (8x2 Marks) **(16 Marks)**

- i. List the four main types of tourism.
- ii. What do you mean by Built Environment?
- iii. What is a tourist destination?
- iv. What is tourism product?
- v. Identify any two benefits of tourism for a host country.
- vi. Who is considered as a domestic tourist?
- vii. What is Sports Tourism?
- viii. Name two primary sources of income for the tourism industry.

Q.2 A) i) Discuss why understanding tourist motivation is crucial for tourism marketers. **(4 Marks)**

ii) Compare inbound tourism with outbound tourism, giving examples for each. **(2 Marks)**

OR

Q.2 A) iii) How does the hospitality industry support the tourism sector? Provide examples.

(4 Marks)

iv) Summarize the main reasons why people travel for leisure.

(2 Marks)

Q.2 B) i) Describe how transportation options influence the growth and accessibility

of tourism in a region.

(4 Marks)

ii) Describe the role of government regulations in tourism and how they can help

ensure sustainable practices.

(2 Marks)

Q.2 C) Elaborate on important Travel Appeals?

(4 Marks)

Q.3 A) i) A beach destination faces issues with pollution due to high tourist footfall. Suggest three measures that could be implemented to promote eco-friendly tourism at this location. **(4 Marks)**

ii) If you were to create a promotional campaign for a historical site, what points would you include to attract both domestic and international tourists? **(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) As a tourism officer, how would you plan an itinerary that balances tourist experiences with the preservation of local heritage? **(4 Marks)**

ii) Suggest three ways to make a cultural festival more appealing to international tourists. **(2 Marks)**

Q.3 C) i) Identify the main challenges of developing ecotourism in rural areas. Discuss how these challenges can be managed. **(4 Marks)**

Q.4 A) i) Identify and evaluate the factors that influence the choice of a tourist destination. Use examples to support your points. **(4 Marks)**

ii) Analyze how seasonality affects tourism businesses and local employment opportunities **(2 Marks)**

OR

Q.4 A) iii) Critically assess the role of the hospitality industry in enhancing tourists' experiences. **(4 Marks)**

iv) Evaluate the pros and cons of mass tourism. **(2 Marks)**

Q.4 B) i) Evaluate the effectiveness of the measures taken to promote sustainable tourism in a developing country. **(4 Marks)**

ii) Evaluate how infrastructure contributes to the growth and enhancement of tourism. **(2 Marks)**



Q.4 C i) Explain how a tourism initiative in a conflict-prone region might foster intercultural understanding and contribute to peacebuilding. Provide an example to illustrate. **(4 Marks)**

Q.5 A i) Analyze the role of the internet in transforming traditional tourism distribution channels. What advantages does it offer over conventional methods? **(4 Marks)**

ii) Evaluate the impact of online reviews and social media platforms on tourists' destination choices and booking behavior. How do they shape tourists' expectations? **(2 Marks)**

OR

Q.5 A iii) Draft a list of services that travel agents can offer to promote sustainable and responsible travel practices **(4 Marks)**

iv) Imagine a travel agency that emphasizes "peace tourism." Describe the kind of destinations, activities, and messages they would promote to create a meaningful impact on travelers and host communities. **(2 Marks)**

Q.5 B i) Analyze the impact of tourism marketing on local environmental conservation efforts. How can marketing strategies influence travelers' attitudes toward responsible tourism?

(4 Marks)

ii) Evaluate the role of corporate social responsibility (CSR) in tourism marketing.

(2 Marks)

Q.5 C i) Propose a virtual tour experience for a destination to reduce physical tourism pressure on sensitive environments. How would you create this experience to create interest among potential visitors? **(4 Marks)**