



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M.Sc. International Hospitality and Tourism Management

Type: Semester End Assessment (SEA)

Date: 07/01/2025

Batch and Semester: 2024 -2026 and Semester - I

Total Marks: 40

Time Duration: 2 Hours

Course Name: International Tourism Management

Course Code: IHT-501

Instructor: Dr. Semele Sardesai

This paper contains 03 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. Multiple Choice Questions.

(10 Marks)

Choose the correct alternative and re-write the correct alphabet with the description

1. What economic benefit does international tourism bring to host countries?

- A. Loss of resources
- B. Reduction in GDP
- C. Increase in foreign exchange
- D. Dependency on imports

2. Which is NOT a direct cost of international tourism?

- A. Infrastructure development
- B. Cultural preservation programs
- C. Increased traffic congestion
- D. Local employment

3. What is a key motivation for cultural tourism?

- A. Experiencing heritage and traditions
- B. Seeking adrenaline-filled adventures
- C. Shopping and luxury goods
- D. Climate and scenic beauty

4. Which mode of transportation is most suitable for short-distance tourism?

- A. Cruise
- B. Airline
- C. Automobile
- D. Rail



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- 5. What does sustainable tourism aim to balance?**
- A. Economic growth and market demand
 - B. Environmental preservation and host satisfaction
 - C. Tourist satisfaction and host safety
 - D. Profit maximization and leisure trends
- 6. What is the primary role of UNESCO in tourism?**
- A. Regulate airline fares
 - B. Develop tour packages
 - C. Protect world heritage sites
 - D. Promote international marketing campaigns
- 7. Which factor most significantly influences the choice of a tourism destination?**
- A. Political stability
 - B. Cost of local souvenirs
 - C. Population size
 - D. Distance from the equator
- 8. Which element is vital for the success of MICE tourism?**
- A. Ample leisure facilities
 - B. High-quality venues and accessibility
 - C. Cultural heritage sites
 - D. Availability of adventure tourism options



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9. What is the role of technology in tourism?

- A. Reduces environmental damage entirely
- B. Increases complexity in booking processes
- C. Enhances customer experience and operational efficiency
- D. Limits tourist options

10. Which theory suggests that certain tourists prefer comfort over adventure?

- A. Maslow's Theory of Needs
- B. Plog's Allocentric-Psychocentric Model
- C. Push-Pull Theory
- D. Herzberg's Two-Factor Theory

Q.2. Describe the key components of international tourism and explain their interrelationships giving suitable examples. **(10 Marks)**

Q.3. Discuss with examples, the economic importance of international tourism for both source and host countries. **(10 Marks)**

Q.4. Define international tourism management and explain giving suitable examples its core functions. **(10 Marks)**