

Program: F.Y.B.Com Semester: II Program Code: UGCOM01
 Course: Tourism Management Course Code: NUCM205
 Duration: 1 Hour Examination Pattern: NEP – Autonomous Max. Marks: 30

Instructions:

1. Q1 is compulsory and **any one** from Q2 to Q4.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Case Study.	[15]	Course Outcome	Knowledge Level
	Coastal Vista, a quiet seaside town, has recently become a popular tourist destination due to its clean beaches and water-sports activities. The influx of visitors has boosted the local economy—fishermen now run boat rides, women’s self-help groups sell handmade products, and new cafés have opened along the shore. However, rapid development has led to overcrowding, noise pollution, and rising waste along the coastline. Local traditions such as the annual Sea Harvest Festival are now altered to cater to tourists, creating mixed feelings among residents. While tourism has improved livelihoods, the community is concerned about preserving their cultural identity and protecting the fragile marine ecosystem.		CO2, CO3	L2,L3,L4
	Questions:			
	(a) Name the tourist destination and the reason for it to be popular among tourists.	(03)		
	(b) How has tourism affected the cultural traditions of Coastal Vista?	(03)		
	(c) What new income opportunities have emerged for the local people?	(03)		
	(d) What environmental issues are highlighted in the case study?	(03)		
	(e) Suggest three measures that can protect the marine ecosystem while still supporting tourism.	(03)		
Q. 2	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) What are the features of tourism industry?		CO1, CO2	L2,L3
	(b) Explain various travel motivators encouraging individuals to go for tour.			
	(c) Elaborate the importance of tourism industry.			

Q. 3	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level	
	(a) Distinguish between International and Domestic Tourism.		CO3, CO4	L2,L3	
	(b) Describe the role of travel agency in tourism.				
	(c) Write a note on Sustainable Tourism.				
Q.4	Explain the following concepts (Any 5)	[15]			
	(a) Tourism		CO2, CO3	L1, L2,L3	
	(b) Inbound Tourism				
	(c) Visitor				
	(d) Intra - regional Tourism				
	(e) Adventure Tourism				
	(f) Health Tourism				
	(g) Tourist				

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