



**WEST BENGAL STATE UNIVERSITY**  
B.A./B.Com. Honours 1st Semester Examination, 2020, held in 2021

**BATACOR02T-TOURISM AND TRAVEL MANAGEMENT (CC2)**

**FUNDAMENTALS OF TOURISM MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance.*

**GROUP-A**

**Answer any five questions from the following**

2×5 = 10

1. What do you mean by 'Responsible Tourism'?
2. What is 'Demonstration Effect'?
3. What are the 5 A's in tourism?
4. What do you mean by FIT and GIT?
5. What are the features of an Allocentric tourist?
6. Who is a drifter?
7. What was the purpose of the Grand Tour?
8. Where is the headquarters of WTTC? When was it established?

**GROUP-B**

**Answer any four questions from the following**

5×4 = 20

9. Write the functions of UNWTO.
10. Discuss push and pull factors in tourism.
11. What is tourism system? Discuss.
12. Discuss the economic impact of tourism.

13. Briefly elaborate Stanley Plog's model of destination preference.
14. Discuss different types of alternative tourism in India.

**GROUP-C**

**Answer any two questions from the following**

10×2 = 20

15. Discuss Butler's 'Tourism Life Cycle Model'.
16. What is IATA? Discuss its role and functions in travel industry.
17. Discuss the prospects of MICE tourism in India.
18. What is film induced tourism? Discuss its prospects in India.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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