



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 1st Semester Examination, 2020, held in 2021

BTHACOR02T-BBA(TAH) (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.*

GROUP-A

Answer any two questions from the following 10×2 = 20

1. Write the definition of Tourism. Discuss in brief the main elements of Tourism. 3+7
2. Discuss the main motivating factors of Tourism, in brief. 10
3. Is tourism an industry in India? Discuss the status accorded to tourism and hospitality recently. 7+3
4. What is a tourist destination? How to develop its supply side components? 2+8
5. Discuss the history and development of hotels, travel accommodations and tourism through ages. 10
6. Explain in brief, the role of ITDC for Tourism Development in India. 10

GROUP-B

Answer any two questions from the following 15×2 = 30

7. Write short notes on Eco-tourism and Rural Tourism with proper examples. 7+8
8. Define Tourism Area Life Cycle (TALC). Discuss the distinctive features of a tourist destination at each level of this cycle. 2+13
9. Discuss push and pull factors in tourism. What do you mean by Mathieson and Wall Model & Leiper's Model? 5+5+5
10. Discuss in brief about the typology of tourism and the basic characteristics of tourism. 10+5

11. What is MICE tourism? Discuss major MICE destinations in the world. What are the salient features of MICE tourism? 5+5+5
12. Discuss in brief the impact of tourism development of any tourist destination. Discuss in brief the importance of Medical Tourism Development. 10+5

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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