



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 1st Semester Examination, 2021-22

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. What are the barriers of international travel? How does the health regulation gain more importance in international tourism? 5+5
2. Define travel motivation. Discuss any two content theories of motivation with respect to travel motives of tourists. 2+8
3. Discuss on Stanley Plog's Model of Destination Preferences. 10
4. Discuss Cohen's typology and Smith's typology of tourists. 5+5
5. What do you mean by Tourism network? How are the tourists classified? 10
6. What is a tourist destination? How to develop its supply side components? 2+8

GROUP-B

Answer any two questions from the following

15×2 = 30

7. Define tourism impact. Discuss its types. 2+13
8. Write the role of WTO for development of Tourism. What is FHRAI? 10+5
9. Briefly discuss the history of Transportation and its impact on Tourism Development. 7+8
10. Define alternative tourism. Discuss its types. 3+12
11. Discuss on Domestic Tourism, International Tourism and MICE Tourism. 5+5+5
12. Who is a traveler? What are the differences among tourist, traveler and an excursionist? 5+10

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.*

—X—