



VI Semester B.Com. (Vocational) Examination, May 2017

(Repeaters) (2013-14 and Onwards)

TOURISM AND TRAVEL MANAGEMENT

Paper – VI : Emerging Concepts for Effective Tourism Development

Time : 3 Hours

Max. Marks : 100

Instruction : Answer the questions as **directed** below.

SECTION – A

I. Answer **any 10** of the following questions :

(2×10=20)

- a) What is wilderness area ?
- b) What is public relation ?
- c) Expand CITES.
- d) What do you mean by time share in tourism ?
- e) What is KSTDC ? When was it formed ?
- f) Define cultural tourism.
- g) What are the components of tourism destinations ?
- h) What is world heritage site ?
- i) What is conservation ?
- j) What is Desk Research ?
- k) What is meant by carrying capacity ?
- l) What is Kangaroo hunting ?

SECTION – B

II. Answer **any 4** of the following questions :

(4×5=20)

- 1) What are the objectives of National Action Plan-1992 ?
- 2) Explain in brief tourism management strategies.



SECTION - C

III. Answer **any 3** of the following :

(3×14=42)

- 1) Discuss the significance of planning and tourism development in India.
- 2) Analyse the effects of Government of India's preventive and collaborative efforts in conservation of cultural heritage.
- 3) Discuss the role of public and private sector in Tourism Planning.
- 4) What are the contributions of NAPT-1992 to Indian Tourism ?
- 5) Analyse the importance of public relations and communications for Tourism Managers.

SECTION - D

IV. Answer **any 3** of the following :

(3×10=30)

- 1) Discuss the development of Tourist Circuits in India.
 - 2) Discuss the major points of National Tourism Policy-2002.
 - 3) Assess the need for tourism legislations.
 - 4) Discuss the role of visitors at the destinations.
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