END SEMESTER EXAMINATION – DECEMBER 2024
COMMERCE – I SEMESTER BCOM (TOURISM)
24BCO14B: TOURISM BUSINESS- I

Time: 3 Hours   **Max. Marks: 80**

Instruction: *Answer should be written completely in English*

SECTION – A

1. Answer **any Seven** questions. Each question carries **Two** marks.   (7X2=14)
   a) Define tourism.
   b) What is natural tourist attraction?
   c) Give the meaning of symbiotic attraction.
   d) Mention two forms of tourism.
   e) State two examples for amenities.
   f) Give the meaning of pull forces.
   g) What is domestic tourism?
   h) Who is a father of tourism?
   i) Name any two negative environmental impacts of tourism.
   j) State any two factors contributing to the growth of the tourism business.

SECTION – B

Answer **any Three** questions. Each question carries **Eight** marks.   (3X8=24)

2. Discuss the evolution of tourism through history, highlighting key phases and developments.
3. List out the types of tourist attractions.
4. List common deterrents to travel and explain their effect on tourism.
5. Explain the positive impacts of tourism on the economy.
6. Describe steps taken by the Government of India to promote tourism.

SECTION – C

Answer **any Three** questions. Each question carries **Fourteen** marks.   (3X14=42)

7. Explain the 5 A's of tourism and discuss how each component influences tourist satisfaction.
8. Elucidate the different types and forms of tourism.
9. Describe the necessary preparations for travel and how they contribute to a successful experience for tourists.
10. Explain the various types of accommodation options available for tourism industry.
11. Analyze the future of tourism in India, considering trends such as sustainable tourism, digital transformation, and changing consumer preferences.