



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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Electronics City P.O., Bengaluru - 560 100, Karnataka, INDIA ☎ (+91) 8088140679 ✉ pro@sfscollege.in 🌐 www.sfscollege.in

END SEMESTER EXAMINATION – NOV/DEC 2025

COMMERCE – I SEMESTER BCOM TTM (Repeaters)

24BCO14B: TOURISM BUSINESS

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. (7X 2=14)
- Define Tourism.
 - What are the 5 A's of Tourism?
 - What is meant by accessibility in tourism?
 - Give two examples of man-made tourist attractions.
 - What are push factors in tourism motivation?
 - Mention any two deterrents to travel
 - State any two positive impacts of tourism.
 - What is cultural impact in tourism?
 - Mention any two factors contributing to the growth of tourism.
 - What is digital transformation in tourism?

SECTION -B

- Answer any **THREE** questions. Each question carries **EIGHT** marks. (3X8=24)
- Explain the evolution of tourism and the nature of mass tourism.
 - Describe the different types of tourism attractions with examples.
 - Discuss the push and pull motivators influencing tourist behaviour.
 - Write a short note on environmental and economic impacts of tourism.
 - Explain the major issues and challenges faced by the tourism industry today.

SECTION – C

- Answer any **THREE** questions. Each question carries **FOURTEEN** marks. (3X14=42)
- Discuss in detail the meaning, scope and importance of tourism.
 - Explain the components of tourism—Attractions, Accessibility, Accommodation, Amenities and Activities.
 - Describe domestic and international travel preparation, including do's and don'ts at tourist attractions.
 - Elaborate on the positive and negative impacts of tourism in environmental, social, cultural, economic, and political dimensions.
 - Explain the growth of tourism as an industry, future trends, innovations and the role of digital transformation in shaping the tourism sector.

