

**M.E.S's VASANT JOSHI COLLEGE OF ARTS & COMMERCE
ZUARINAGAR-GOA**

**B. A. (NEP) I SEMESTER END ASSESSMENT (REGULAR / REPEAT),
OCTOBER/ NOVEMBER 2024**

SOCIOLOGY (SEC)

SOC-141: Tourists, Tourism & Tourist Guides

Duration: 01 Hour

Total Marks: 20

Instructions:

- i) **All** questions are compulsory: however, there are internal choices for Q.2A, Q.3A, Q.4A, Q.5A.
 - ii) Figures to the **right** indicate full marks.
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- Q.1. A) Answer the following questions: (4x1=4)**
- i)** Movement from one location to another, whether domestically or internationally.
 - ii)** What is sea travel?
 - iii)** Define tourism.
 - iv)** Name any two factors that influence a person's decision to travel.
- Q.2. A (i) Write a brief note on land-based tourism. (2)**
- OR**
- Q.2. A (ii) Explain any two types of leisure tourism. (2)**
- Q.2. B) Identify two benefits of tourism for a country's economy. (2)**
- Q.3.A (i) What is cultural tourism? (2)**
- OR**
- Q.3.A (ii) Define business tourism. (2)**
- Q.3.B) What is heritage tourism? (2)**
- Q.4.A (i) Mention the difference between domestic and international tourism. (2)**
- OR**
- Q.4.A (ii) How does tourism create employment opportunities? (2)**
- Q.4.B) What are the effective e-marketing strategies used by the tourism sector? (2)**
- Q.5.A (i) How does the use of Global Positioning Services (GPS) technology contribute to the tourism industry? (2)**
- OR**
- Q.5.A (ii) How can social media platforms help tourists make travel choices? (2)**
- Q.5.B) How does Global Positioning Services (GPS) improve safety for travelers and outdoor adventurers? (2)**

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Q.1. A) Answer the following: (4x1=4)

- i)** What is land travel?
- ii)** State any two tips for a smooth stay in a hotel.
- iii)** What are the two methods used in the check-in process at a hotel?
- iv)** Mention any two ways to book a hotel in advance.

Q.2. A (i) Define medical tourism. (2)
OR

A (ii) Write a brief note on water-based tourism.

Q.2. B) What is leisure tourism? (2)

Q.3. A (i) What is culinary tourism? (2)
OR

Q.3. A (ii) Explain the economic importance of tourism.

Q.3. B) What does international tourism involve? (2)

Q.4. A (i) What are the positive impacts of tourism on local communities? (2)
OR

Q.4. A (ii) What are the advantages of using digital marketing platforms to promote tourism destinations?

Q.4. B) List the challenges faced by tourism companies while using e-marketing. (2)

Q.5. A (i) How does Global Positioning Services (GPS) technology help personal navigation for everyday users? (2)
OR

Q.5. A (ii) State the negative impacts of social media on tourism.

Q.5. B) Mention the positive effects of Global Positioning Services (GPS) technology. (2)