

**MURGAO EDUCATION SOCIETY'S
VASANT JOSHI COLLEGE OF ARTS & COMMERCE,
ZUARINAGAR –GOA**

**B.A. (NEP) I Semester End Assessment, (Repeat) October/November 2024
Tourism and Travel (Minor)
BTT- 111 Business of Tourism**

DURATION: 2 HOURS

TOTAL MARKS: 80 MARKS

Instructions:

- 1) All questions are compulsory.
- 2) Internal choice is available in Questions 2A, 3A, 4A and 5A
- 3) Figures to the right indicate maximum marks

Q.1) Answer the following in about 50 words. (8x2=16 Marks)

- i. Components of Tourism
- ii. Travel Motivations
- iii. Excursionists
- iv. International Tourism.
- v. Cultural Tourism
- vi. Adventure Tourism
- vii. Visitors
- viii. Man Made attractions

Q.2 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Discuss historical tourism
- ii) Explain the environmental impact of tourism

OR

- iii) Explain spiritual and religious Tourism
- iv) Describe motivation process.

Q.2 B) Answer the following questions in about 75 words (2x3 =6 Marks)

- i) Discuss the secondary type of accommodation in tourism.
- ii) Explain medical tourism and its types.

Q.2 C) Answer the following question in about 100 words (1x4= 4 Marks)

- i) Elaborate on the relationship between human life and travel.

Q.3 A) Answer the following questions in about 100 words (3x4=12 Marks)

- i) Explain Maslow's theory of motivation.
- ii) Describe political impact of tourism.
- iii) Analyse the impact of technology on tourism sector.

OR

- iv) Explain Eco-tourism and mass tourism.
- v) Discuss on Social impact of tourism.
- vi) Explain Cohen's types of tourist theory.

Q.3 B) Answer the following questions in about 100 words (2x4=8 Marks)

- i) Differentiate between inbound and outbound tourism.
- ii) Demonstrate Dann's theory of Push and Pull Factor

Q.3 C) Answer the following question in about 100 words (1x4=4 Marks)

- i) Explain MICE tourism in detail.

Q.4 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Discuss special interest tourism
- ii) Explain Plog's Psychographic model theory.

OR

- iii) List and describe land-based activities.
- iv) Discuss the strategies to overcome the negative impact of tourism.

Q.4 B) Answer the following question in about 100 words (1x4=4 Marks)

- i) Examine the duties of responsible tourists.

Q.4 C) Answer the following question in about 50 words (1x2=2 Marks)

- i) List out the water-based activities.

Q.5 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Explain dark tourism.
- ii) State and explain the air-based activities.

OR

- iii) Analyse tourism and international understanding.
- iv) Explain amenities in tourism.

Q.5 B) Answer the following question in about 100 words (1x4=4 Marks)

- i) List and elaborate on primary type of accommodations.

Q.5 C) Answer the following question in about 50 words (1x2=2 Marks)

- i) Differentiate between inter-regional and intra-regional tourist.
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B.A. Semester III End (Regular) Examination, October/November 2024

Subject: Tourism and Travel

Course: Minor BTT- 211 Tour Hosting

DURATION: 2 HOURS

TOTAL MARKS: 80 MARKS

- 1) All questions are compulsory.**
- 2) Internal choice is available in Questions 2A, 3A, 4A and 5A**
- 3) Figures to the right indicate maximum marks**

Q.1. Write short notes on the following in about 50 words. (2 Marks x 8q) Total: 16 Marks

1. Monument guides
2. Natural Attractions
3. Advantages of Written Communication
4. Licensing and Permits
5. Environmental Regulations
6. Ethical Considerations
7. Adventure and Recreation
8. Customer Service

Q.2 A) Answer the following questions in about 75 words (3 marks x 2 Qs) Total: 6 Marks

- i) Differentiate between tour guiding, hosting and tour escorting
- ii) List the advantages and disadvantages of oral communication.

OR

- iii) List the essential skills a wildlife guide should possess to ensure a safe and informative experience for tourists
- iv) Analyse the key elements for effective verbal communication

Q.2 B) Answer the following questions in about 75 words (3 marks x 2 Qs) Total: 6 Marks

- i) Explain in brief the characteristics of a tour host
- ii) Recommend some essential tips on verbal communication for a tour host.

Q.2 C) Answer the following question in about 100 words (4marks x 1q) Total: 4 Marks

- i) Discuss the Leadership skills required for a tour host.

Q.3 A) Answer the following questions in about 100 words (4 marksX3 Qs) Total: 12 Marks

- i) Local attractions play a crucial role in attracting tourists and enhancing their travel experiences. Explain with suitable examples.
- ii) Searching for information and techniques to explore specific attractions can be approached in several ways. Explain.
- iii) Prepare a detailed day wise itinerary for 3 days of any destination of your choice.

OR

- iv) Discuss the importance of Time Management in hosting a tour.
- v) Explain the steps involved in Planning and organizing a tour.

vi) Interpret Handling customer complaints and feedback

Q.3 B) Answer the following questions in about 100 words (4 marks x 2 Qs) Total: 8 Marks

- i) Explain how to Deal with Diverse Audiences while hosting a tour.
- ii) Organizational skill is crucial in any professional setting. Explain.

Q.3 C) Answer the following question in about 100 words (4 marks x 1 Q) Total: 4 Marks

- i) Explain in detail Non –verbal type of Communication

Q.4 A) Answer the following questions in about 75 words (3 marks X 2 Qs) Total: 6 Marks

- i) Discuss on how to handle difficult and demanding tourists
- ii) Describe the essential components of an effective emergency preparedness while planning a tour

OR

- iii) Discuss on Regulations in tour hosting
- iv) Discuss on how a tour hosts effectively understand customer needs and expectations.

Q.4 B) Answer the following question in about 100 words (4 marks X 1 Q) Total: 4 Marks

- i) As a tour host, promoting environmental responsibility is important. Justify.

Q.4 C) Answer the following question in about 50 words (2 marks X 1 Q) Total: 2 Marks

- i) List the local attractions and landmarks of Goa.

Q.5 A) Answer the following questions in about 75 words (3 marks X 2 Qs) Total: 6 Marks

- i) Examine Cultural, Architectural, and Geographical aspects that make Goa a unique coastal paradise?
- ii) Explain the fundamental practices involved to create a memorable experience for guests.

OR

Q.5 A) Answer the following questions in about 75 words (3 marks X 2 Qs) Total: 6 Marks

- iii) Discuss the characteristics of Landmarks
- iv) Analyse the role of tour host in conducting tours.

Q.5 B) Answer the following question in about 100 words (4 marks X 1 Q) Total: 4 Marks

- i) Cultural sensitivity and respect in tour hosting are essential for creating a positive experience for both visitors and the local community.

Q.5 C) Answer the following question in about 50 words (2 marks X 1 Q) Total: 2 Marks

- i) List the essential factors that city guides should consider to enhance the tourist experience