

# GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS,

## BORDA- MARGAO, GOA

B.COM (II Semester) End Examination April, 2019

### GE 2: TOURISM AND HOSPITALITY MANAGEMENT

Time: 2 hours

Total marks: 80

**Instructions:**

- i Attempt all question.
- ii Figures to the right indicate full marks.
- iii Answer sub questions in Q.1 and Q.2 not more than 100 words.
- iv Answer Q.3 to Q.6 in not more than 400 words.

**Q.1. Answer any four of the following:-**

**(16 Marks)**

- i. Characteristics of Tourism
- ii. Eco Tourism
- iii. Tour Operator
- iv. Internal factors of Motivation of Tourism
- v. Factors affecting growth of Tourism
- vi. International tourism

**Q.2. Answer any four of the following:-**

**(16 Marks)**

- i. Environment Impact Analysis
- ii. Lodging and Accommodation
- iii. Sustainable Development
- iv. Features of Hospitality Tourism
- v. Event Planning
- vi. Balance of Payments

**Q.3.A. Explain in detail the 5 A's of Tourism Product.**

**(12 Marks)**

**OR**

**B. Describe the concept of Tourism and its importance.**

**(12 Marks)**

**Q.4.A. Write a detailed note on the Push and Pull factors of Tourism Industry.**

**(12 Marks)**

**OR**

**B. Explain in detail the following forms of Tourism:**

**(12 Marks)**

- i. Heritage Tourism
- ii. Sports Tourism

**Q.5.A .State and explain the Economic Impacts on Tourism.**

**(12 Marks)**

**OR**

**B. Suggest measures to reduce the impact of pollution caused by Tourism.**

**(12 Marks)**

**Q.6.A. Explain in detail factors affecting Tourism Hospitality and Industry.**

**(12 Marks)**

**OR**

**B. Briefly explain the recent trends in Tourism Hospitality and Industry.**

**(12 Marks)**