

VVM's
Shree Damodar College of Commerce and Economics
Comba –Margao Goa
M.Com. (Semester-IV) Examination, April 2015

CO4B4: TRAVEL AND TOURISM MANAGEMENT

Duration: 2Hours

Total Marks: 38

Instructions:

- 1) Answer all the questions
- 2) Figures to the right indicate full marks

Q I Answer the following in brief:

1. Health Tourism
2. Where do people travel?
3. Spiritual Tourism

(3x2=6)

Q II A] Discuss the overview of the travel and tourism industry

(8)

OR

B] Explain the different types of tourism.

Q III A] Using STEP analysis, explain the demand for tourism.

(8)

OR

B] Discuss the macro determinants of tourism demand.

Q IV A] Discuss the social evils of the tourism industry.

(8)

OR

B] Write a detailed note on 'Tourism and BOP'

Q V A] Discuss the criticisms of the tourism marketing concept.

(8)

OR

B] Explain the role of GTDC in promoting tourism in Goa.
