

1 x 2

CES COLLEGE OF ARTS AND COMMERCE, CUNCOLIM
S.Y.B.A. SEMESTER END EXAMINATION – IV, APRIL 2018

AC: 01: TOURISM GEOGRAPHY - II

TIME: 10.00 am to 12.00 pm.

DATE: 03/05/18

DURATION: 2 HOURS.

MAXIMUM MARKS: 80

- Instructions:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.
 3. Draw the figures wherever necessary.

Q. 1) Justify reasons for the following. {5*2=10}

- a. Changing climate and weather patterns at tourist destinations and tourist generating countries can significantly affect the tourism.
- b. Islands are a top destination for millions of tourists each year because of their special geographical situation in terms unique for visitors.
- c. Promotion of sustainable tourism, including ecotourism, for poverty eradication.
- d. Joint initiatives aimed at reinforcing the role of wetlands and their biodiversity ecosystems for sustainable tourism development.
- e. Tourist depend upon travel agents, guides and hence trained men power

Q. 2) Write briefly on the following. {5*2=10}

- a. *Sarais* or Inns
- b. Resort
- c. Ecotourism
- d. Travel agent
- e. Floating hotel

Q.3.A) Highlight on major types of hotel development in tourism industry. (10)

OR

Q.3.X) Elaborate the Goan culinary arts and its influence on tourism. (10)

Q.4.A) Write a detail note on tourism promotional activities adopted by Goa Tourism Department. (10)

OR

Q.4.X) State any two characteristics of sustainable tourism and explain how you would plan for sustainable tourism development? (10)

Q.5.A) Give any five facts about tourism efficiency in Goa. Case study. (10)

OR

Q.5.X) Explain the concept of the four Ps (promotion, price, place and product) is centered on promotional strategy for significant tourism planning. Case study. (10)

Q.6.A) Discuss the types and function of travel agency in tourism industry. (10)

OR

Q.6.X) Discuss in detail how SWOT analysis place a key role in planning tourism? Example. (10)

(20)

Q.7.) Field report