K23U 0262

Reg. No. : ....

Name : ....

VI Semester B.T.T.M. Degree (C.B.C.S.S. – Supplementary) Examination, April 2023
(2017 to 2018 Admissions)
Core Course
6B15TTM : TOURISM ECONOMICS

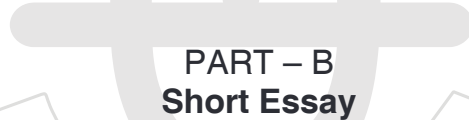Time : 3 Hours   Max. Marks : 40

PART – A
Short Answer

Answer **all** the questions. **Each** question carries **1** mark :

1. What is meant by a 'tourism market' ?

2. Brief on 'International tourism'.

3. Expand FEE in tourism business.

4. Write a note on 'Tourism Policy'.   **(4×1=4)**

PART – B
Short Essay

Answer **any seven** questions. **Each** question carries **2** marks :

5. What do you understand by 'Tourism Demand' ?

6. What is meant by variable cost ?

7. Brief on travel propensity.

8. Concise on 'tourism barometer'.

9. Elucidate on how tourism generates employment in the regional economy.

10. What is 'Domino effect' ?

11. Explain the 'SWOT analysis'.

12. Expand and brief on the acronym 'FDI' in tourism.

13. What do you understand by 'tax incentives' ?

14. Brief on 'stakeholders' in tourism businesses.   **(7×2=14)**

PART – C
Essay

Answer **any four** questions. **Each** question carries **3** marks :

15. Identify the various market forces in solving different economic problems.

16. What are the various determinants of tourism demand ?

17. How various modes of investments have been wooed in this liberalized era for tourism development ?

18. Explain the salient features of the National Tourism Policy (NTP) of 1992.

19. Comment on 'ODOP scheme' of Union Government as a measure for tourism promotion.

20. What do you understand by 'Tourism Income Multiplier (TIM) ?   **(4×3=12)**

PART – D
Long Essay

Answer **any two** questions. **Each** question carries **5** marks :

21. Elaborate on the various aspects of revenue concepts and its types with suitable examples.

22. Describe on the importance of tourist statistics and detail on the ways for measuring the tourist movements.

23. Give a brief overview of the following schemes of Govt. of India for tourism promotion :
    a) Vibrant Village Program.
    b) Unity Malls.

24. Detail on the various types of multiplier effect with suitable examples.   **(2×5=10)**

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