**[22JUOE2213]**

**FIRST SEMESTER QUESTION BANK**

**TOURISM ECONOMICS**

**Blueprint**

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| Section | **MODULE 1** | **MODULE 2** | **MODULE 3** | **MODULE 4** | **MODULE 5** |
|  | Number of Questions | Number of Questions | Number of Questions | Number of Questions | Number of Questions |
| A (5 marks) | 1 | 1 | 1 | 1 | 1 |
| B (9 marks) |  | 1 |  | 1 | 1 |
| C (12 marks) |  |  | 1 |  |  |

**Note: Module wise questions for the blueprint can be taken in any combination like**

**Section A – 1, 1, 1, 1, 1 or 2, 1, 1, 1 or 2, 2, 1 or 2, 3**

**MODULE 1**

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| **SECTION – A**  **1. 5 Marks Questions (1:6 Ratio)** | | | | |
| **Sl.No.** | **Question** | **Blooms Level** | **CO** | **Marks** |
| **1** | Discuss the historical perspective of tourism in India. | L2 | CO1 | **5** |
| **2** | Explain the meaning and scope of tourism. | L2 | CO1 | **5** |
| **3** | Outline the tourism evolved in India from ancient times to the present day. | L1 | CO1 | **5** |
| **4** | Compare and contrast the different types and forms of tourism in India. | L4 | CO1 | **5** |
| **5** | Explain the emerging forms of tourism. | L2 | CO1 | **5** |
| **6** | State the difference between inbound and outbound tourism. | L1 | CO1 | **5** |
| **SECTION - B**  **2. 9 Marks Questions (1:6 Ratio)** | | | | |
| **1** | Examine the role of transportation in the tourism industry. | L4 | CO1 | **9** |
| **2** | Discuss the importance of sustainable tourism in the context of India. | L2 | CO1 | **9** |
| **3** | Illustrate the challenges and opportunities associated with each type in the context of India. | L2 | CO1 | **9** |
| **4** | Discuss at least three new trends in tourism and their potential impact on the tourism industry in India. | L2 | CO1 | **9** |
| **5** | Assess the economic, social, and cultural impacts of tourism in India. | L5 | CO1 | **9** |
| **6** | Discuss the challenges faced by the tourism industry in India. | L2 | CO1 | **9** |
| **SECTION – C**  **3. Case study or application-based question for 12 marks (1:6 Ratio)** | | | | |
| **1** | Assess the impact of a major international event (e.g., sports tournament, cultural festival) on the tourism industry of a host city in India. What measures should be taken to maximize the benefits? | L5 | CO1 | **12** |
| **2** | A coastal town is aiming to boost its tourism industry. Analyze how defining the meaning, scope, and composition of tourism can help the town develop a strategic plan. | L6 | CO1 | **12** |
| **3** | A travel agency is designing tour packages for different types of tourists (individual, group, mass). How should the agency tailor its services to meet the needs of each type of tourist? | L6 | CO1 | **12** |
| **4** | A rural village is looking to develop eco-tourism to boost its economy. What are the essential components that need to be in place for eco-tourism to succeed? Discuss the potential benefits and drawbacks | L6 | CO1 | **12** |
| **5** | Assess the impact of a major international event (e.g., sports tournament, cultural festival) on the tourism industry of a host city in India. What measures should be taken to maximize the benefit | L5 | CO1 | **12** |
| **6** | Identify various types and forms of tourism in India, explain with examples | L2 | CO1 | **12** |

**MODULE-II**

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| **SECTION – A**  **1. 5 Marks Questions (1:6 Ratio)** | | | | |
| **Sl.No.** | **Question** | **Blooms Level** | **CO** | **Marks** |
| **1** | Discuss how tourism contributes to economic growth and development in a country. | L2 | CO2 | **5** |
| **2** | Explain the various ways tourism affects income, employment, and economic activity. | L2 | CO2 | **5** |
| **3** | Define the multiplier effect and illustrate how tourism spending circulates within an economy. | L1 | CO2 | **5** |
| **4** | Describe the direct and indirect ways tourism creates jobs and income for individuals and businesses. | L2 | CO2 | **5** |
| **5** | Explain how tourism affects foreign exchange earnings and international trade balance. | L2 | CO2 | **5** |
| **6** | Explain how tourism can promote development in specific regions or areas within a country. | L2 | CO2 | **5** |
| **SECTION - B**  **2. 9 Marks Questions (1:6 Ratio)** | | | | |
| **1** | Describe the principles of sustainable tourism and why it is essential for long-term economic and environmental health | L2 | CO2 | **9** |
| **2** | Explain the concept of Pro-Poor Tourism and how tourism initiatives can support women empowerment and reduce poverty. | L2 | CO2 | **9** |
| **3** | Describe the principles of sustainable tourism and why it is essential for long-term economic and environmental health. | L2 | CO2 | **9** |
| **4** | Explain how economic development and tourism influence each other, providing examples to illustrate their interdependence. | L2 | CO2 | **9** |
| **5** | Discuss the characteristics of tourism as a consumption industry and how it contributes to the economy. | L2 | CO2 | **9** |
| **6** | Compare the positive and negative economic impacts of tourism on a destination, with examples. | L4 | CO2 | **9** |
| **SECTION – C**  **3. Case study or application-based question for 12 marks (1:6 Ratio)** | | | | |
| **1** | Explain the multiplier effect in the context of tourism and how it influences the local economy. | L2 | CO2 | **12** |
| **2** | Explain how the tourism multiplier effect contributes to economic development in a destination, including the different types of multipliers. | L2 | CO2 | **12** |
| **3** | Compare the role of tourism in promoting women’s empowerment, providing examples of initiatives and outcomes. | L4 | CO2 | **12** |
| **4** | Discuss the concept of Pro-Poor Tourism and how it aims to benefit impoverished communities. | L2 | CO2 | **12** |
| **5** | Explain the concept of sustainable tourism and its importance for the long-term viability of tourism destinations. | L2 | CO2 | **12** |
| **6** | Discuss the environmental impacts of tourism, providing examples of both positive and negative effects. | L2 | CO2 | **12** |

**MODULE-III**

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| **SECTION – A**  **1. 5 Marks Questions (1:6 Ratio)** | | | | |
| **Sl.No.** | **Question** | **Blooms Level** | **CO** | **Marks** |
| **1** | Summarize the main goals and initiatives introduced in this policy to promote tourism in India. | L1 | CO3 | **5** |
| **2** | Explain the different modes of tourism in India. | L2 | CO3 | **5** |
| **3** | Discuss the reasons why people travel to and within India, such as leisure, business, pilgrimage, etc., | L2 | CO3 | **5** |
| **4** | Discuss how FDI has contributed to the development and growth of tourism in India. | L2 | CO3 | **5** |
| **5** | List and explain the various financial incentives offered by the government to boost tourism. | L1 | CO3 | **5** |
| **6** | Explain the objectives and outcomes of the PRASAD scheme in promoting pilgrimage tourism. | L2 | CO3 | **5** |
| **SECTION - B**  **2. 9 Marks Questions (1:6 Ratio)** | | | | |
| **1** | Discuss the use of digital platforms, marketing strategies, and their effectiveness in attracting tourists. | L2 | CO3 | **9** |
| **2** | Discuss the types of incentives offered and how they have influenced FDI inflows into the tourism industry. | L2 | CO3 | **9** |
| **3** | Discuss the goals, key initiatives, and impacts of the PRASAD scheme on pilgrimage tourism. | L2 | CO3 | **9** |
| **4** | Explain the objectives, implementation, and outcomes of the Swadeshi Darshan scheme. | L2 | CO3 | **9** |
| **5** | Discuss how the campaign has influenced tourist inflows and the country's global image | L2 | CO3 | **9** |
| **6** | Explain the various transportation modes used by tourists and the primary reasons people travel within and to India. | L2 | CO3 | **9** |
| **SECTION – C**  **3. Case study or application-based question for 12 marks (1:6 Ratio)** | | | | |
| **1** | Discuss the key characteristics and challenges of both domestic and international tourism in India. | L2 | CO3 | **12** |
| **2** | Assess the various components of the composition of the tourism industry in India, including accommodation, hospitality, transportation, travel agents, and tour operators. | L5 | CO3 | **12** |
| **3** | Compare the role of government policies and initiatives in shaping the future of tourism in India. | L4 | CO3 | **12** |
| **4** | Discuss the role and significance of the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation (PRASAD) in Indian tourism. | L2 | CO3 | **12** |
| **5** | Compare the objectives and achievements of the Swadeshi Darshan scheme in promoting tourism in India. | L4 | CO3 | **12** |
| **6** | Explain the key features and objectives of the Tourism Policy 2015-20 in India. | L2 | CO3 | **12** |

**MODULE-IV**

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| **SECTION – A**  **1. 5 Marks Questions (1:6 Ratio)** | | | | |
| **Sl.No.** | **Question** | **Blooms Level** | **CO** | **Marks** |
| **1** | Discuss the future potential of the tourism industry in India. | L2 | CO4 | **5** |
| **2** | Compare the trends in foreign exchange earnings from tourism in India | L4 | CO4 | **5** |
| **3** | Identify the top three source countries for foreign tourist arrivals in India. | L2 | CO4 | **5** |
| **4** | List and describe three major tourism products offered in India. | L1 | CO4 | **5** |
| **5** | Explain the key features of the Swadesh Darshan scheme. | L2 | CO4 | **5** |
| **6** | Assess the India's share in the global tourism market. | L5 | CO4 | **5** |
| **SECTION - B**  **2. 9 Marks Questions (1:6 Ratio)** | | | | |
| **1** | Examine the trends in foreign exchange earnings from tourism in India. | L4 | CO4 | **9** |
| **2** | Define tourism receipts and explain their importance. Analyze the recent trends in tourism receipts in India. | L1 | CO4 | **9** |
| **3** | Identify the top five source countries for foreign tourist arrivals in India. Discuss the reasons why tourists from these countries visit India. | L2 | CO4 | **9** |
| **4** | Explain the concept of tourism products and mega-destinations. Identify and describe at least three mega-destinations in India. | L2 | CO4 | **9** |
| **5** | Compare the trends in the contribution of tourism to India's GDP over the past decade. | L4 | CO4 | **9** |
| **6** | Describe the key schemes and programs initiated by the Indian government to promote tourism. | L2 | CO4 | **9** |
| **SECTION – C**  **3. Case study or application-based question for 12 marks (1:6 Ratio)** | | | | |
| **1** | Discuss the major schemes and programs initiated by the Government of India for the development of tourism. | L2 | CO4 | **12** |
| **2** | Compare the trends in the contribution of tourism to India's GDP over the past decade. | L4 | CO4 | **12** |
| **3** | Describe the key tourism products and mega-destinations in India. How do they attract both domestic and international tourists? | L2 | CO4 | **12** |
| **4** | Examine the trends in domestic and foreign tourist arrivals in India. | L4 | CO4 | **12** |
| **5** | Write the key components of sustainable tourism development in India? Discuss the initiatives taken to promote sustainability in tourism. | L6 | CO4 | **12** |
| **6** | Assess the role of technology in the development of tourism in India. How has e-tourism contributed to the industry's growth? | L5 | CO4 | **12** |

**MODULE-V**

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| **SECTION – A**  **1. 5 Marks Questions (1:6 Ratio)** | | | | |
| **Sl.No.** | **Question** | **Blooms Level** | **CO** | **Marks** |
| **1** | Define the different classifications of hotels in India. | L1 | CO5 | **5** |
| **2** | Explain the types of incentives provided to hotels in India. | L2 | CO5 | **5** |
| **3** | Discuss how travel agents contribute to the tourism industry. | L2 | CO5 | **5** |
| **4** | Identify and analyze the roles of major players in the tourism sector. | L1 | CO5 | **5** |
| **5** | Assess the impact of Foreign Direct Investment (FDI) on the development of hotels in India. | L5 | CO5 | **5** |
| **6** | Explain five star hotels groups. | L6 | CO5 | **5** |
| **SECTION - B**  **2. 9 Marks Questions (1:6 Ratio)** | | | | |
| **1** | Explain the various classifications of hotels in India. | L2 | CO5 | **9** |
| **2** | List and describe the different types of accommodation available in the tourism industry. | L1 | CO5 | **9** |
| **3** | Design a comprehensive package tour plan for a specific target audience. | L1 | CO5 | **9** |
| **4** | Describe the role and objectives of the India Convention Promotion Bureau (ICPB). | L2 | CO5 | **9** |
| **5** | Demonstrate the strategies for publicity and market development to promote a new tourist destination in India. | L3 | CO5 | **9** |
| **6** | Demonstrate the impact of foreign direct investment (FDI) on the development of hotels in India. | L3 | CO5 | **9** |
| **SECTION – C**  **3. Case study or application-based question for 12 marks (1:6 Ratio)** | | | | |
| **1** | Explain the allied components of tourism and their role in enhancing the overall tourism experience. Include examples such as transportation, accommodation, and travel services. | L2 | CO5 | **12** |
| **2** | Describe the different types of accommodation available to tourists. Compare their features, benefits, and suitability for different types of travelers. | L2 | CO5 | **12** |
| **3** | Discuss the significance of hotels and restaurants in the tourism industry. How do they impact tourist satisfaction and the overall tourism experience? | L2 | CO5 | **12** |
| **4** | Identify and describe the major players in the hotel industry in India. How do they contribute to the development and promotion of tourism? | L1 | CO5 | **12** |
| **5** | Examine the role of Foreign Direct Investment (FDI) in the development of hotels in India. | L4 | CO5 | **12** |
| **6** | Explain the role of the India Convention Promotion Bureau (ICPB) in promoting tourism. How does the ICPB contribute to attracting international conferences and conventions to India? | L2 | CO5 | **12** |