MB116E

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

ELECTIVE E : TOURISM

Tourism Development

(NON-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub question carries Three marks. (5×3=15)

1. a) Define Agritourism.

b) What do you understand by Ecotourism?

c) What is International Tourism?

d) What do you mean by accessible Tourism?

e) What is an economic impact?

f) Expand KSTDC.

g) What is tourism distribution system?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Discuss the various types' tourism attraction.

3. Explain the economic benefits of Eco-Tourism.

4. Discuss the various types of tourism planning.

5. Write a short note on FHRAI.

6. Explain the Tourism balance of Payment.

7. Explain the concept of tourism economics with examples.

SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Discuss the role of stakeholders in tourism development.

9. Explain the positive and negative impacts for the mass tourism.

10. Explain the tourism developement planning strategies in France.

11. Elucidate the tourism potentiality of cultural tourism in Mysore.

12. Explain the various levels of tourism planning with suitable examples.

[P.T.O.

SECTION - D

13. Case study. (Compulsory) **(1×15=15)**

The land to travel a heaven of tourism delights a civilization to tour through bounded by the majestic Himalayan range in the north and edged by an endless stretch of golden beaches. India is a vivid kaleidoscope of landscapes, magnificent historical sites and royal cities, misty mountains, retreats, colorful people, rich culture and festivals. Modern India is the home alike to the tribal with his anachronistic lifestyle and to the sophisticated exist amicable with the microchip. Its ancient monuments are the backdrops for the world's largest democracy. Teaming with over a billion people who voice over a million concerns in fifteen hundred different language, India is where people live with variety thrive on diversity and are too familiar with largeness to let it boggle them. Mud huts and mansions faces off across the city street. Lurid luxury and limp living are inhabitants of the same lane. India's widespread diversity has always attracted both foreigners as well as its own citizen a like to explore its mirth and gaiety that it has to offer the world. Every nook and cranny of the country offers exquisite as well as exclusive tourism resource which echoes heritage as well as tradition of that particular area. There is hardly any country in the world which offers such wide variety of tourism. Tourism in India is the largest service industry; with a contribution of 5.9% to the national GDP in 2011 and this creates 8.78% of the total employment in India. In 1997, India received 2.37 million foreign tourists but as we reached to 2011, there is a phenomenal growth in foreign tourist arrivals to India i.e 6.29 million. Our foreign exchange earning from tourism in 1997 was only USD 2889 million and by 2011 we have a foreign exchange earning of USD 16564 million tourism business and that is expected to increase to US$375.5 billion by 2018 at a 9.4% annual growth rate. Tourism is one economic sector in India that has the potential to grow at a high rate and ensure consequential development of the infrastructure at the destinations. As per the statistics of UNWTO, in 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2010. International tourism receipts (the travel item of the balance of payments) grew to US$1.03 trillion (€ 740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010.

Questions:

a) Write about the flow of Tourism in India.

b) Write about the richness of Tourism in India.

c) Write about the types of Tourism possible in India through the case study.
