MBSC-4.2E

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
Elective-E : Tourism
Eco-Tourism and Sustainable Development
(CBCS SLM, Scheme)

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

SECTION - A

Answer any Five questions. Each question carries 5 marks. **[5×5=25]**

1. Write a note on Wildlife Sanctuaries in India.
2. Define regional tourism and discuss the linkages between regional and national level tourism taking in India.
3. Explain the eco-tourism resources and future prospects of eco-tourism in Karnataka.
4. Analyze the contribution of the tourism industry to India's GDP.
5. Examine the impact of climate change on sustainable tourism practices.
6. "The role of conservation efforts in promoting sustainable wildlife tourism is challenging." Evaluate the statement with suitable example.
7. Assess the marketing strategies used to promote eco-tourism in Karnataka.

SECTION- B

Answer any Four questions. Each question carries 10 marks. **(4×10=40)**

8. Discuss the role of jungle lodges and resorts can influence tourist behavior towards sustainability and environmental stewardship.
9. Discuss how involving local populations in tourism planning and management can lead to more sustainable practices. Analyze the benefits and challenges of community-based tourism initiatives.
10. Evaluate the role of technology in transforming the tourism landscape in India.
11. Discuss the obstacles in Sustainable tourism in India.

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12. The impact of deforestation is the loss of forests affects the livelihoods of indigenous peoples and local populations, as well as the broader ecological consequences. Discuss potential strategies to mitigate these impacts while promoting sustainable development.

13. Explain recent trends in eco-tourism.

SECTION- C

14. Case Study (Compulsory) **(15 Marks)**

The Western Ghats, a UNESCO World Heritage Site, is renowned for its rich biodiversity and unique ecosystems. Ecotourism has emerged as a significant opportunity for sustainable development in this region, providing economic benefits to local communities while promoting environmental conservation. Initiatives such as guided nature walks, wildlife photography tours, and community homestays have attracted both domestic and international tourists. However, the rapid growth of ecotourism also presents threats, including habitat degradation, over-tourism, and the commercialization of local cultures. Balancing the benefits of ecotourism with its potential negative impacts is crucial for ensuring the long-term sustainability of both the environment and local livelihoods.

Questions:

a) Describe the primary opportunities presented by ecotourism in the Western Ghats for local communities?

b) Identify and analyze the key threats posed by the growth of ecotourism in this region

c) How can stakeholders effectively balance the economic benefits of ecotourism with the need for environmental conservation?

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