

**Goa Vidyaprasarak Mandal's  
Gopal Govind Poy Raiturcar College of Commerce and Economics  
Ponda Goa**

M.Com. Semester III

ISA II September 2024

**COM 632 Travel and Tourism Management**

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Time: 1 hour

Marks: 20

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**I. Answer the following questions.**

**(Marks) (CO) (BL)**

1. What are the key factors driving the global demand for tourism?  
**(5) (CO2) (BL3)**
2. Is the measurement of the tourism demand important? If yes, how is it measured, and why must it be measured?  
**(5) (CO2) (BL4)**
3. What is Importance Performance Analysis (IPA), and how is it used in evaluating customer satisfaction in the travel and tourism industry?  
**(5) (CO2) (BL3)**
4. "What are some of the leading tourist destinations globally, and what factors have contributed to their popularity?  
**(5) (CO1) (BL5)**