

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

M.Com. Semester - III End Examination, October - November 2024

COM 632 Travel and Tourism Management (OA-35)

Duration: 2 Hours

Total Marks: 40

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- Instructions:** 1) This paper consists of **six** questions carrying **equal** marks.
2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.
3) Answer **any three** questions from Q. No. 2,3,4,5 and 6.
4) Each question carries 10 marks.
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- | 1. Answer the following Question | (Marks) (CO) (BL) |
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| a) What is Sustainable Tourism? | (2) (CO4) (BL2) |
| b) Explain the Impact of Social Media on Travel and Tourism. | (2) (CO4) (BL2) |
| c) What are the Components of Tourism Supply? | (2) (CO2) (BL1) |
| d) Explain the Emergence of Medical, Health and Wellness Tourism. | (2) (CO4) (BL2) |
| e) Explain Space Tourism with respect to Prospects and Problems. | (2) (CO4) (BL2) |
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| 2. How does tourism, with its broad and multi-faceted nature, influence various aspects of society, the economy, the environment, and culture, both positively and negatively? | (10) (CO1) (BL4) |
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| 3. Generally, Travel and Tourism is considered to be a clean industry. However, it is comprised of several social evils and dark sides that have negative effects on society. Highlight these issues and measures to tackle them. | (10) (CO1) (BL3) |
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| 4. Explain the SERQUAL and IPA assessment models of quality and satisfaction. | (10) (CO2) (BL2) |
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| 5. Being a resident of Goa, you plan to capitalise on tourism opportunities by opening a hotel. How would you plan and ensure a comfortable stay for the guest in your accommodation, and what amenities will you include? | (10) (CO3) (BL3) |
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| 6. As technology advances, environmental concerns grow, and traveller preferences shift towards more sustainable and personalised experiences, the travel and tourism industry is transforming significantly. In this context, what does the future of travel and tourism worldwide look like? | (10) (CO4) (BL5) |