

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL AND TOURISM OPERATION
EXAMINATION:NOVEMBER 2023
FIFTH SEMESTER
Subject : - Tourism Studies-V (TS-514511)

Date: 21/11/2023

Total Marks: 60

Time: 10.00 am to 12.30

pm

Instructions: 1) Each question carries equal marks.
2) Attempt any 06 questions

- Q. 1** Discuss the characteristics of services in detail (10)
- Q. 2** 1. Discuss the factors contributing to the growth of the service industry. (05)
2. What are the key challenges and issues faced by the service industry (05)
- Q. 3** How can you classify the tourism product? (10)
- Q. 4** 1. Write a short note on – Market Segmentation (05)
2. Write a short note on – Familiarization Tours (05)
- Q. 5** Why tourism destination needs to be developed? (10)
- Q. 6** Discuss the stages involved in the designing and management of a tourist destination. (10)
- Q. 7** Discuss the concept of sustainable tourism and how it addresses the various environmental issues (10)
- Q. 8** A) Why is it essential to involve local residents in tourism planning and development? (05)
B) Describe the perishability of services and provide examples of how this characteristic impacts service industries. (05)