

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION: MAY 2024
FOURTH SEMESTER

Subject : Travel & Tourism-IV(HT18-124415)

Date: 21/05/2024

Total Marks: 60

Time: 10.00 am to 12.30 pm

Instructions: 1) Each question carries 10 marks.
2) Attempt any 06 questions.

- Q. 1.** Explain the steps taken in planning and developing a tourism product. **(10)**
- Q. 2.** Explain any 5 emerging types of tourism in detail **(10)**
- Q. 3.** Write short notes on – **(10)**
1. Online Travel Agent
2. Accommodation scenario in India
- Q. 4.** Explain in detail - Carrying capacity of a tourism destination **(10)**
- Q. 5.** Explain the term ‘Multiplier Effect’ in tourism **(10)**
- Q. 6.** Write short notes on – **(10)**
1. The Zero percent commission era
2. GDS in tourism
- Q. 7.** Differentiate between – responsible tourism and sustainable tourism **(10)**
- Q. 8.** Elaborate on – Principles of Attraction Development. **(10)**
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