

IMBA AVTM Sem-5 Examination**IMBAVT-130****Tourism Management****December-2024****Time : 2-30 Hours]****[Max. Marks : 70****Instructions:**

- 1) **Figures to the right indicate Full Marks.**
- 2) **Do not write anything on the question paper.**
- 3) **Do not use scientific calculator.**

Q.1	Analyse the environmental issues associated with climate change and how they affect tourism. What measures can be implemented to address these challenges?	14
Q.2	Analyse the eco-tourism resources of India, such as national parks, wildlife sanctuaries, and biosphere reserves. OR Explain the relationship between terrorism and tourism, focusing on safety and security issues. How can the tourism sector mitigate these risks?	14
Q.3	A. Describe the tourism appeal of Asia cultural landmarks and their role in attracting global tourists. B. Explain the role of geographic features such as mountains, rivers, and coasts in tourism development. OR Explain how cultural and natural attractions contribute to the tourism potential of Asia. Provide examples of key destinations.	7 7 14
Q.4	Analyse the significance of Hinduism pilgrimage sites in Indian tourism. Provide examples of major destinations. OR Explain the role of Islamic architecture and cultural heritage in promoting international tourism.	14
Q.5	Discuss the strategic, tactical, and operational use of IT in the tourism industry. Provide examples of successful applications. OR Define e-tourism and explain its historical development, focusing on the role of electronic technologies in tourism.	14