Examination October 2026

CBM-322

GOA UNIVERSITY

T.Y.B.Com. (NEP) (Semester-VI)
Subject Name: Tourism and Travel Management (VET)

Paper Title: Tourism and Travel Management (VET) **Paper Code: CBM-322**

Duration: 2:00 Hours **Total Marks: 80**

Instructions: i) All questions are compulsory, however internal choice may be available for some questions.
ii)Figures to the right indicate maximum marks.

Q 1 **Write short notes on the following:** **8x2=16 marks**

a) Importance of tourism
b) Sustainable tourism
c) Principles of tourism marketing
d) Responsible tourism marketing
e) Importance of hospitality in tourism
f) Role of tour operator
g) Role of Government organizations in promoting tourism
h) Innovations in tourism and technology

Q II A Explain the motivators and deterrents for Travel and Tourism with examples. **12 marks**

OR

Q II B Explain the various types and forms of Tourism with relevant examples. **12 marks**

Q II C Explain the concept of Tourism. **04marks**

QIII A Briefly explain the Marketing Mix for Tourism giving relevant examples for each component of the mix. **12 marks**

Q III B What is Sustainable Destination Management? List and explain any two practices which can be used to protect an ecologically fragile destination. **04 marks**

OR

Q III C What is Crisis Management in destinations? Explain the concept with a relevant example from any tourist destination. **04 marks**

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Q IV A	A family of four persons wants to plan a vacation to an international destination. Explain the role and functions of a Travel Agent in assisting this family in planning their vacation.	**12 marks**
Q IV B	Briefly explain the role of transportation in destination accessibility with an example.	**04 marks**
	OR	
Q IV C	Explain the concept of Customer Service Excellence with a relevant example.	**04 marks**
Q V A	List and explain the emerging areas in tourism. Suggest strategies to increase their competitiveness in the evolving tourism landscape.	**12 marks**
Q V B	Explain the role of technology in marketing a tourist destination with a relevant example.	**04 marks**
	OR	
Q V C	Explain the future challenges and opportunities in Tourism Management.	**04 marks**

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