

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Hospitality & Tourism Summer Term Examination – July - August 2024 [Programme: BBA (Tourism & Travel)] [Semester:1st] [Batch: 2023-26]				
Course Title: Tourism Industry Orientation Course Code: I1UA103B		Max Marks: 100 Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Explain the concept of sustainable tourism and why it's important.	K1	CO1	5
2.	What is disintermediation, and how does it relate to Online Travel Agencies (OTAs)?	K1	CO1	5
3.	What factors influence a traveler's choice of a destination?	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Describe the process of launching an entrepreneurial venture in the tourism sector.	K2	CO2	10
5.	What are the job prospects and career paths in event management?	K3	CO3	10
6.	What is the Tourism Bill of Rights, and what does it aim to achieve?	K3	CO3	10
7.	How do international conventions help create a more predictable and secure environment for tourists and travel service providers?	K4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Can you provide an example of a successful entrepreneurial venture in the tourism sector that promotes cultural exchange?	K4	CO4	15
9.	How does seasonality affect tour packages and tariffs?	K5	CO5	15
10	What are the factors to consider when selecting accommodations for a tour package?	K6	CO6	15