

B.B.A. (Forest Management and Eco-Tourism) CBCS Pattern Semester-I
005 - Paper-II - Principles and Practices of Tourism and Hospitality

P. Pages : 2

Time : Three Hours



GUG/W/24/14291

Max. Marks : 70

1. Long Questions.

- 1) Discuss the impact of cultural differences on hospitality services. Provide examples of how these differences can influence guest experiences. **12**

OR

- 2) Explain the role of sustainable tourism practices in the hospitality industry. What are some key strategies that hotels and restaurants can implement to promote sustainability? **12**

- 3) Analyze the significance of customer service in the tourism and hospitality sector. **12**

OR

- 4) Evaluate the importance of technology in modern tourism. **12**

- 5) Identify the challenges faced by the tourism industry during global crises. (e.g., pandemics, natural disasters). **12**

OR

- 6) Describe the concept of “destination branding” and its importance in attracting tourists. **12**

- 7) Explain the concept of “experiential tourism” and its implications for hospitality providers. **12**

OR

- 8) How can eco-tourism be used as a tool for poverty alleviation? Provide relevant examples. **12**

2. Short Questions.

- 1) What are the key components of a tourism marketing plan? **3**

- 2) Name three major trends currently shaping the hospitality industry. **3**

OR

- 3) What role does social media play in promoting tourism destinations? **3**

- 4) List three benefits of ecotourism for local communities. **3**

OR

- 5) Define the term “hospitality management”. 3
- 6) What is the significance of guest feedback in the hospitality industry? 3

OR

- 7) Name three different types of tourism and briefly describe each. 3
- 8) What are the primary functions of a hotel front desk? 3

3. One Line Questions. 1x5

- 1) What is meant by “culinary tourism”?
- 2) Define “tourism stakeholders”.
- 3) What does “occupancy rate” measure?
- 4) What is a “tour operator”?
- 5) Name one global hotel chain.
- 6) What is meant by “tripadvisor reviews”?
- 7) What does “MICE” stand for in tourism?

4. Fill in the Blanks. 1x5

- 1) The primary purpose of tourism is to provide----- experiences.
- 2) ----- tourism focuses on conserving the environment and benefiting local communities.
- 3) The concept of----- marketing involves attracting customers through tailored experiences.
- 4) An important aspect of hospitality is----- management, ensuring customer satisfaction.
- 5) A ----- is a person who travels to a destination for leisure or business purposes.

5. Answer **any two of the following-**

- 1) Discuss the factors influencing travel decisions among different demographics. 8
- 2) Examine the role of human resources in the hospitality industry. 8
- 3) Analyze the relationship between tourism and economic development. 8
