



MBA(TT)/12.13.1101

**MBA (TRAVEL AND TOURISM) DEGREE I SEMESTER EXAMINATION
DECEMBER 2013**

SMT 2102 ECONOMICS FOR TOURISM
(Prior to 2012 Admission)

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. Explain the concept tourism demand. What are the determinants of tourism demand?
OR
- II. Discuss the importance of tourism demand forecasting. What are the methods of forecasting tourism demand?
- III. Examine the role of public and private sectors in tourism development.
OR
- IV. Discuss the important cost concepts relevant in tourism.
- V. Explain the structure of the market for tourism. What are its characteristic features?
OR
- VI. What are the different techniques of pricing tourism products? Is it different from the pricing of other goods?
- VII. Discuss the importance of tourism on the socio-economic environment of a locality.
OR
- VIII. Explain the concept of the multiplier with respect to tourism spending.
- IX. Discuss the contingent valuation method. How can it be used to assess the environmental impact of tourism?
OR
- X. "The policy of liberalization, privatisation and globalisation opened a new era in tourism development in India". Substantiate.
