



MBA.T.I/11. 1009

**MBA (TRAVEL AND TOURISM) DEGREE I SEMESTER EXAMINATION
NOVEMBER 2011**

SMT 2102 ECONOMICS FOR TOURISM

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. What are the different types of tourism demand?
What are the important factors which determine tourism demand?
OR
- B. Briefly discuss the different methods of demand forecasting. Which of these methods is best suited for forecasting tourism demand?
- II. A. Examine the changing role of government in tourism. Discuss the relevance of public-private partnership in promoting tourism.
OR
- B. Compare and contrast the law of returns to a variable factor and the law of returns to scale. Does the law of returns to scale apply in the tourism industry? Discuss.
- III. A. Distinguish between monopoly and monopolistic competition. Which of the market structures apply in the tourism industry.
OR
- B. What are the different methods of pricing? Which of these methods can be used by a new firm promoting Ayurvedic tourism.
- IV. A. Briefly discuss the costs and benefits that can accrue to a community from a tourism project. How can it be measured?
OR
- B. Critically examine the contingency evaluation method to measure the environmental impact from tourism.
- V. Write short notes on **ANY FOUR** of the following:
- (i) Globalisation and tourism development
 - (ii) Tourism and the multiplier effect
 - (iii) Pricing tourism products
 - (iv) Global meltdown and tourism
 - (v) Eco-tourism
 - (vi) Linkages in the tourism industry
