

**MBA (TRAVEL AND TOURISM) DEGREE I SEMESTER EXAMINATION  
NOVEMBER 2010**

**SMT 2102 ECONOMICS OF TOURISM**

Time : 3 Hours

Maximum Marks : 50

(Each question carries TEN marks)

- I. A. Explain the different types of Tourism demand and what are the determinants of tourism demand?  
**OR**  
B. Explain the methods used in measuring tourism demand? What are its limitations?
- II. A. Discuss the role and need for public private partnership in Tourism Development .  
**OR**  
B. What are the methods used in forecasting tourism demand? Is it possible to use the conventional techniques of demand forecasting in tourism sector?
- III. A. Explain the structure and nature of competition in tourism market.  
**OR**  
B. What are the various approaches to pricing services? Explain with the help of tourism market.
- IV. A. Discuss how contingent valuation technique can be used to explain ecological impact of tourism sector.  
**OR**  
B. Explain how liberalization and globalization has helped the tourism sector in India?
- V. Write short notes on any two of the following:  
a) Impact of devaluation of currency in the tourism market.  
b) Role of state and central government in promoting tourism.  
c) Trace various linkages that arise out of tourism development.  
d) Responsible tourism and Eco tourism.

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