

MA/ M.Sc. GEOGRAPHY  
FOURTH SEMESTER  
SUSTAINABLE TOURISM MANAGEMENT  
MGE – 401E  
[USE OMR FOR OBJECTIVE PART]

**SET  
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

( Objective )

Marks: 20

*Choose the correct answer from the following:*

**1X20=20**

- Sustainable tourism does NOT aim primarily at:
  - The integration of local people in tourist operation or development
  - Strong commitment to nature conservation
  - Profit for big tour operators
  - Social responsibility
- Identification of Tourism Carrying Capacity has the purpose of:
  - Estimating the maximum number of tourists that are permitted in a certain area
  - Avoiding the destruction of the physical, biological, economic, and socio-cultural basis for tourism development
  - No purposes at all
  - None of the above
- Socio-cultural benefits of sustainable tourism do NOT include:
  - Strengthening of communities
  - Strengthening of local culture and traditions
  - Better understanding between peoples and cultures
  - Higher mobility of the local labor market
- Sustainable tourism is characterized by: I. Environmental respect II. Benefitting the local economy III. Preservation of local culture:
  - I, II, and III
  - III only
  - II and III only
  - I only
- Natural environmental-based tourism is known as?
  - Pilgrimage tourism
  - Agro tourism
  - Eco-tourism
  - None of the above
- The book entitled 'The challenge of men's future' was published by....
  - Harrison Brown
  - Jon Friedman
  - Kark o Sauer
  - E.C. semple
- First Earth Day was held in ....
  - San Francisco
  - California
  - India
  - Japan

8. From the 1960s the question of Sustainable Development also became a major issue in the so-called '.....'.
  - a. Third World
  - b. Developing countries
  - c. Core regions
  - d. None
9. Ancillary Services in tourism includes:
  - a. Telecommunication
  - b. Shops and Emporiums
  - c. Security
  - d. All
10. The 4 A'S of tourism destinations are:
  - a. Attractions, Amenities, Access, Ancillary
  - b. Attractions, Amenities, Adjustment, Ancillary
  - c. Attractions, Atmosphere, Access, Ancillary
  - d. None of these
11. Tourism sector creates more \_\_\_\_\_ opportunities
  - a. Job
  - b. Fundraising
  - c. Profit making
  - d. Attractive
12. Eco tourism relates to \_\_\_\_\_
  - a. Economic system
  - b. Financial system
  - c. Nature
  - d. E-commerce
13. India needs to change its \_\_\_\_\_ marketing approach to a modern marketing approach for developing Tourism
  - a. Planning
  - b. Organising
  - c. Traditional
  - d. Management
14. \_\_\_\_\_ is push marketing strategy used in tourism.
  - a. Social media
  - b. Trade show promotion
  - c. Advertisement
  - d. Sales promotion
15. \_\_\_\_\_ is not the example of using a pull marketing.
  - a. Social media
  - b. Advertising
  - c. Billboards
  - d. Personal selling
16. \_\_\_\_\_ tourism products include visit to natural resources and natural environment.
  - a. Adventure
  - b. Symbiotic
  - c. Manmade
  - d. Natural
17. One of the step in destination planning is \_\_\_\_\_
  - a. Goal setting
  - b. Tourism planning
  - c. Resource Planning
  - d. Profit making
18. Tourism Industry offers \_\_\_\_\_ means of creating jobs in comparison to manufacturing industry
  - a. High-Cost
  - b. Low Cost
  - c. Profitable
  - d. Affordable

19. The place at which a traveller terminates his journey is called \_\_\_\_\_
- a. Destination
  - b. Domestic Tourism
  - c. Excursionist
  - d. Mass tourism
20. Advertising agencies create jobs in \_\_\_\_\_ field
- a. Banking
  - b. Copywriters
  - c. Production Department
  - d. Technology field

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( Descriptive )

Time : 2 hrs. 30 mins.

Marks : 50

*[ Answer question no.1 & any four (4) from the rest ]*

1. Discuss the nature and scope of Sustainable tourism? Give support of suitable diagrams. 7+3=10
2. Discuss the New approaches to Sustainable tourism management? 10
3. Write short notes on: 5+5=10
  - a. History of sustainable tourism
  - b. Key stakeholders of Sustainable tourism
4. Write about the characteristics and types of Tourist destinations in detail. 10
5. What do you mean by Instruments for Sustainable Tourism? Discuss the importance of sustainable tourism instruments-measurement. 5+5=10
6. Discuss the economic, voluntary, and supporting instruments in sustainable tourism 3+3+4=10
7. What do you mean by Sustainable Tourism Management? Discuss the Environmental Issues and models of ecotourism development. 5+5=10
8. Discuss the Techniques for sustainable development. Briefly discuss the Issues and Challenges of Sustainable Tourism Management 5+5=10

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