

2024
SRMUJ
3rd Semester Examination
M.Sc.
GEOGRAPHY
GEO-304.3
TOURISM GEOGRAPHY

Full Marks: 40

Time: 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two of the following questions: 5x2
- a) Explain how human need for recreation and leisure prompt tourism.
 - b) Identify the essential infrastructure required for the development of coastal tourism.
 - c) With Indian examples, describe the role of tourism development in cultural transformation.
 - d) Elucidate the primary objectives of World Tourism Organization (WTO).
2. Answer any three of the following questions: 10x3
- a) Explain the principles and challenges of ecotourism in fragile ecosystems. 5+5
 - b) Explain the role of crisis management and resilience-building strategies in the tourism industry during post-pandemic phase. 5+5
 - c) Explain how geographical phenomena influence the development of the tourism industry. 10
 - d) Discuss the specialties required for the development of adventure tourism. 10
 - e) What are the major policies of National Tourism promotion campaigns in India? Explain the Public Relations (PR) challenges in tourism and hospitality Management. 5+5