



**JX-010-1047003**

Seat No. \_\_\_\_\_

**Fourth Year B. H. T. M. (Sem. VII) (CBCS) Examination**

**October - 2019**

**7.3 : Tourism Management - III\***

*(New Course)*

**Faculty Code : 010**

**Subject Code : 1047003**

Time : 3 Hours]

[Total Marks : 70

**Instructions :** (1) Question 1 and 2 are **compulsory**.

(2) Attempt any **three** questions from 3 to 6.

1 Do as directed :

7+7=14

(a) Match the capital of the countries to the languages of the respective countries. 1×7

Capital	Language
Rabat	Swahili
Athens	Spanish
Dodoma	Uzbek
Sofia	Arabic
Lima	Khmer
Tashkent	Greek
Phnom Penh	Bulgarian

(b) Define the following terms :

1×7

- (i) STZ
- (ii) Carrying capacity
- (iii) Sustainability
- (iv) E-Marketing
- (v) ICT
- (vi) Rotation coefficient
- (vii) Demonstration effect

- 2** Write short notes on any **2** in about 225 words **2×7=14**  
each :
- (a) Role of UNEP in sustainable tourism development.
  - (b) Socio-political issues in tourism.
  - (c) Taoism.
- 3** Write about Hinduism in detail. **14**
- 4** Write in detail about any 7 famous destinations in Europe. **14**
- 5** What are the uses of IT in tourism ? What are the advantages of E-Marketing in tourism ? **14**
- 6** What are the social and cultural values of China ? **14**  
And write in detail about 3 famous destinations in China.
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