



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.A./B.Sc. Sec 1st Semester Examination, 2023

UECOSEC11001-ECONOMICS
TOURISM AND ENTREPRENEURSHIP

Time Allotted: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **five** questions: 1×5 = 5
- (a) What is sustainable tourism?
 - (b) Mention any two functions of NTO.
 - (c) Mention any two sources of finance in tourism industry.
 - (d) Mention two important tourism sites in West Bengal.
 - (e) Distinguish between Inbound and Outbound tourism.
 - (f) What is Mountain tourism?
 - (g) Mention names of any two International Tourism Organisation.
 - (h) Mention two important features of Eco-Tourism.

GROUP-B

Answer any three questions 5×3 = 15

- 2. What are the positive and negative impacts of tourism?
- 3. What are the functions of State Tourism Organisations (STO) in promoting tourism in India?
- 4. What are the factors influencing entrepreneurship in Tourism? Discuss briefly.
- 5. What is the role of WBTDC in developing tourism in West Bengal?
- 6. Distinguish between domestic tourism and international tourism.

GROUP-C

Answer any two questions 10×2 = 20

- 7. Write a note on Medical Tourism and Sustainable Tourism. 5+5
- 8. Briefly explain the scope of Event Management. What are the key steps behind successful events?
- 9. Discuss the role of United Nations World Tourism Organisation (UNWTO) in promoting Tourism.
- 10. Briefly explain the importance of Darjeeling and Kalimpong Hills as tourism sites in West Bengal.

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