

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA-Tourism and Hospitality Management (H&TM)
Subject/Course: Tourism Business Economics
Course Code: ECON1019

Semester : II
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs										
Q.1	Tourism delivers tangible benefits e.g. jobs and skills development. How can the wider local community benefit from tourism?	20	CO3										
Q.2	What are the economic characteristics of tourism? Explain briefly.	20	CO3										
Q.3	Define Tourism Multiplier. Analyze the values of tourism multiplier from the following	20	CO4, CO5										
	<table border="1"> <thead> <tr> <th>Region</th> <th>Tourism Multiplier</th> </tr> </thead> <tbody> <tr> <td>United Kingdom</td> <td>1.73</td> </tr> <tr> <td>Egypt</td> <td>1.23</td> </tr> <tr> <td>Hong Kong</td> <td>0.87</td> </tr> <tr> <td>East Anglia, UK</td> <td>0.34</td> </tr> </tbody> </table>			Region	Tourism Multiplier	United Kingdom	1.73	Egypt	1.23	Hong Kong	0.87	East Anglia, UK	0.34
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Q.4	Delineate the link between tourism flows and regional development. Explain the different phases of tourism development in a regional economy like Uttarakhand.	20	CO4										
Q.5	Explain the circular flow of income in a tourism destination by looking at the flowchart shown in figure below	20	CO5										

ANSWERS