



বিদ্যাসাগর বিশ্ববিদ্যালয়  
**VIDYASAGAR UNIVERSITY**

**Question Paper**

**Major Examinations 2020**

(Under CBCS Pattern)

**Semester - V**

**Subject: TRAVEL & TOURISM MANAGEMENT**

**Paper: DSE2T**

**Full Marks : 60**

**Time : 3 Hours**

*Candidates are required to give their answer in their own words as far as practicable.*

*The figures in the margin indicate full marks.*

**TOURISM JOURNALISM**

Answer any **three** from the following questions :

3×20

1. Describe the role of Public relation to enhance tourism.
2. What are the different types of media and explain the role of social media in promoting tourism business.
3. What are the features of online journalism and explain the various principle of Journalism.
4. Discuss the importance of News Agency and its role in Modern Journalism.

5. Where are the functions of Man Communicatin and discuss the Magic Bullet Theory of man Communication.
6. Discuss the qualities of a good reporter and note the scope of tourism Jounalism for career development.

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**OR**

### **ECO TOURISM**

Answer any *three* from the following questions : 3×20

1. What is Eco-tourism ? What are its important characteristics and explain the potoatial benefits from eco-tourism.
2. What are the problems of eco-tourism in third world countries ?
3. Write short notes on :
  - (i) Wild life Sanctuaries
  - (ii) Biosphere
  - (iii) Coral Reefs
  - (iv) Desert tourism
4. Discuss in detail about the importance of Eco tourism in India.
5. Explain the role of Tourism Department in Promoting Eco-tourism Development in India.
6. Why Eco-friendly Practices are important now a days and discuss about socio-culture and economic conservation for eco tourism development.