

TOPICS FOR ASSIGNMENTS TO THE STUDENTS OF M.B.A. [TOURISM] (PREVIOUS) FOR THE ACADEMIC YEAR 2019-20

1. Fundamentals of Tourism:-

- 1) Elucidate the impacts of tourism on environment and society.
- 2) Write an explanatory note on Karnataka State Tourism Development Corporation (KSTDC)

2. Geography for Tourism:-

- (1) Discuss the impacts of weather & climate on tourism industry.
- (2) "India is a country if all seasons and all reasons for tourism" Explain the statement.

3. Marketing for Tourism:-

- (1) Promotional mix for Karnataka Tourism.
- (2) Consumer Buying behavior in Tourism.

4. Tourism Products of India:-

- (1) Outline the various types of tourism products with suitable examples.
- (2) What is rural tourism. Explain how rural tourism can promote India..

5. Travel operations and consultancy:-

- (1) Role of Indian Railways in promoting tourism in India.
- (2) Challenges and opportunities of Travel Agency Business.


DIRECTOR
