

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

Programme: BHM

Full Marks: 100

Course: Tourism Business Environment

Pass Marks: 45

Time: 3 hrs.

*Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.*

## Section “A”

### Very Short Answer Questions

Attempt all the questions. [10×2]

1. Define MICE tourism.
2. Define tourism platforms.
3. Note down the ways to promote and conserve tradition and culture.
4. Define BOP.
5. Enlist any two principles of ecotourism.
6. List out two national parks of Nepal listed in UNESCO heritage sites.
7. Define visitor impact assessment.
8. What does PATA, NARA, NTB and TURGAN stands for?
9. Define liberalization.
10. How do you define destination?

## Section “B”

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. What do you understand by tourism typology? Mention its significance.
12. Briefly explain the relationship of GDP and inflation in tourism.
13. Define sustainable tourism along with its principles.
14. Explain the TALC tourism model with the help of neat diagram.
15. Define tourism planning. Explain tourism planning process.
16. Explain the roles and function of NTB with suitable examples.
17. Define globalization. Explain the factors contributing in the twenty first century for tourism.

## Section “C”

### Case Analysis

18. *Read the case situation given below and answer the questions that follow:* [20]

Rafting has always been another type of adventure tourism in Nepal. Rafting down the roaring Himalayan Rivers provides scenic beauty near at hand and a chance to explore the hidden geographical and cultural mysteries. Out of 10 best rivers, 9 are in Nepal and 1 is in Zambia – Zambia Sea. Rafting trips are of varying duration and usually can be enjoyed on such rivers as the Trishuli, Narayani, Marshangdi, Seti, Sunkoshi, Karnali

Rafting trips can be scenic float – trips down calm, shallow rivers or more adventurous “white water rafting” where one has to shoot the rapids. White water rafting means sailing down a rushing river in an inflatable rubber raft or white-water kayak over crashing waves and swirling rapids excitement and enjoyment.

**Questions:**

- a. “Nepal is famous for rafting in the world”. Justify the statement.
- b. If you are appointed as the president of Nepal Association of Rafting Agencies (NARA). What will be your plans and policies for the development of rafting in Nepal?
- c. List the challenges of rafting in Nepal.
- d. Mention some of the rivers famous for rafting in Nepal with their features.