

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

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. List any five Tourist Typology.
2. Identify socio-cultural impact of tourism briefly.
3. What is the issued faced by the protected areas?
4. Identify one use of carrying capacity in tourism.
5. What are the significances of Butter theory?
6. Write any two purposes of tourism research.
7. What are the steps involved in tourism planning?
8. Write down the full form of ReBAN, PATA, NTB, HAN.
9. Suggest any two innovative tourism practices in the 21st century.
10. What do you understand the term "Balance of Payment"?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Explain the contributions of National tourism organizations in promoting sustainable and responsible tourism.
12. Demonstrate your understanding about tourism planning with its importance for destination development.
13. What are the aspects or dimensions of sustainable tourism? Explain.
14. List and Describe the Tourism impact on the economy, social cultural and Environment with examples.
15. Describe the fundamental concept of tourism along with its 5 essential typologies.
16. What is destination life cycle? Write a note on Butler's Tourism Area Life Cycle (TALC) model.
17. What are the factors contributing in 21st century for the growth of modern tourism industry? Point out the recent trends and practices in context of globalization.

Section “C” Case Analysis

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

Nepal's journey as a tourist destination offers a compelling example of Stanley Plog's psychographic model. Its rise, peak, and the challenges of maturity can be seen clearly, particularly through the lens of its most famous trek.

Rise: After opening its borders in the 1950s, Nepal attracted true allocentricks: elite mountaineers and rugged backpackers. These adventurers sought the raw, untouched beauty of the Himalayas. Destinations like the Everest Base Camp (EBC) trek were formidable challenges, accessible only to the most daring who thrived on authentic, unstructured experiences with minimal infrastructure.

Peak: From the 1980s onwards, development accelerated. The Lukla airport improved access, and a network of teahouses and lodges grew along the EBC trail. This shift made the adventure accessible to a much broader audience of mid-centrics. These travelers desired the prestige of the Everest region but required more comfort, safety, and guidance. Nepal's trekking industry boomed, and the EBC trail became a global tourism phenomenon.

Challenge of Maturity: Today, the EBC trail is highly commercialized, with Wi-Fi, bakeries, and crowded paths. While it remains a massive economic driver, it has lost its original wilderness appeal for allocentricks, who now seek more remote areas. The destination now heavily caters to mid-centrics and even dependable psychocentricks on highly curated tours. This success has created a challenge: managing overcrowding and preserving the sense of adventure that defined its initial appeal.

Questions:

- a. According to the case study, what type of traveler first came to Nepal for trekking? [5]
- b. What specific trek was mentioned as an example of this cycle? [5]
- c. The growth of teahouses and better airport access attracted which large tourist group? [5]
- d. Observing this cycle, how can Nepal's tourism authorities balance the economic benefits of a popular route like the EBC with the need to preserve an authentic adventure experience for future generations? [5]