

(6 pages)

Reg. No. : .....

**Code No. : 22320 E      Sub. Code : JMTO 11/  
SMT0 11**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2019.

First Semester

Tourism and Hospitality Management – Main

**TOURISM : PRINCIPLES AND PRACTICES**

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Among the earliest civilizations the \_\_\_\_\_  
had huge network of roads.
- (a) Indians                      (b) Romans  
(c) Chinese                    (d) Japanese

2. The Ancient Greeks travelled to participate in the \_\_\_\_\_.
- (a) Olympics                      (b) Politics  
(c) War                              (d) Movies
3. The period from 1613 to 1785 is known as the \_\_\_\_\_.
- (a) Grand Tour Era  
(b) Enlightenment period  
(c) Great Era  
(d) Modern Era
4. Health Tourism is also called as
- (a) Cultural Tourism      (b) Medical Tourism  
(c) Sports Tourism      (d) Educational Tourism
5. \_\_\_\_\_ is described as the first Travel Agent  
of the world.
- (a) Columbus                      (b) Thomas Cook  
(c) Marco polo                      (d) Magellan
6. People who travel for fun and entertainment have  
\_\_\_\_\_ motivator factor.
- (a) Physical                      (b) Psychological  
(c) Health                      (d) Religious



7. The document which shows that the person is authorized to enter the territory for which it was issued is \_\_\_\_\_.
- (a) Passport (b) Travel document  
(c) VISA (d) Voucher
8. The English translation for 'Athithi Devo Bhavha' is \_\_\_\_\_.
- (a) Guest is God (b) Guest of Honour  
(c) Invited Guest (d) Guest
9. The National Action Plan for Tourism was announced in the year \_\_\_\_\_.
- (a) 1898 (b) 1992  
(c) 2000 (d) 1952
10. The first ever Tourism Day in India was celebrated on \_\_\_\_\_.
- (a) June 6, 2019 (b) August 8, 1999  
(c) January 25, 1998 (d) Feb. 1, 1965

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Silk Route.  
Or  
(b) Water Travel.
12. (a) State the major characteristics of Tourism.  
Or  
(b) Space Tourism.
13. (a) Sustainable Tourism.  
Or  
(b) List out the major push and pull factors of Tourism.
14. (a) Mention the role of transportation in the Tourism industry.  
Or  
(b) Travel insurance.
15. (a) Pre -Independence Tourism committees.  
Or  
(b) National action plan on Tourism.



PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Write an essay on the Tourism in the Classical World.

Or

- (b) Discuss the significance of Tourism in the Middle Ages.

17. (a) Discuss the major components of Tourism.

Or

- (b) Elaborate on the major factors which promote the growth of Tourism.

18. (a) How can the impact of Tourism be assessed? Discuss.

Or

- (b) Why is planning necessary for the growth of the Tourism industry?

19. (a) List out the various documents to be carried during travel.

Or

- (b) How can we classify hotels based on targeted customers?

Page 5 Code No. : 22320 E

20. (a) Discuss the growth and development of Tourism in India.

Or

- (b) Analyse the policy initiatives for Tourism in India since 2000.

Page 6 Code No. : 22320 E

