

Reg No.....

Code No. 5520

Sub.Code:HTMM11

**MASTER OF TOURISM MANAGEMENT  
(CBCS) DEGREE EXAMINATION,  
NOVEMBER 2012**

**First Semester**

**TOURISM CONCEPTS AND PRINCIPLES  
(Those who joined in July 2012 onwards)**

Time: 3 Hrs

Max. Marks: 75

**PART – A (10x1=10 Marks)**

**Answer all the questions**

1. What are the features of tourism products?
2. Define-Outbound tourism.
3. Write a short note on Palace – on- Wheels.
4. List out the objectives of PATA.
5. What is intra – regional tourism?
6. Expand MICE
7. What do you understand by ethnic tourism?
8. Who are excursionists?
9. Define tourist destination.
10. Define: Same Day Visitors.

**PART - B(5X5=25 Marks)**

Answer ALL the questions, choosing either (a) or (b)

11. a) Explain the functions of IATA.  
(Or)  
b) Briefly explain the functions of UNWTO.
12. a) Describe the advantages of Air transportation in promoting international tourism.  
(Or)  
b) List out the tourism importance of Mountain Railway in Tamilnadu.
13. a) Distinguish between health tourism and medical tourism. Give suitable examples.  
(Or)  
b) Give the importance of promoting ecotourism in conserving the nature.
14. a) How do you differentiate tourism products with general products?  
(Or)  
b) 'Attraction is the core of tourist destination' Explain.
15. a) Give in detail the impact of World War II on tourism development.  
(Or)  
b) Briefly explain the characteristics of mass tourism.

**Part C (5X 8 =40 Marks)**

**Answer ALL the questions, choosing either (a) or (b).**

16. a) Discuss 'Tourism is a Service Industry'.

(Or)

- b) Briefly explain the classification of visitors.

17. a) Describe tourism products production system.

(Or)

- b) Explain the elements of tourism product.

18. a)Examine the potential of developing MICE tourism in Tamilnadu.

(Or)

- b) Explain the concept of 'Special Interest Tourism.

19. a) Describe the importance of Palace-on-Wheels from tourism point of view.

(Or)

- b)Explain the scope of Cruise Tourism development in South India.

20. a)Explain the STEP initiative of UNWTO

(Or)

- b)Describe the roles and function of ICAO.