

(6 pages)

Reg. No. :

Code No. : 7558

Sub. Code : HTMM 11

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, NOVEMBER 2013.

First Semester

TOURISM CONCEPTS AND PRINCIPLES

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. "Tourists are voluntary and temporary travelers" whose definition is this
(a) Eric Cohen (b) League Committee
(c) Kotler (d) Robinson
2. Temporary visitor staying at least for 24 hours is called as
(a) Visitor (b) Excursionist
(c) Traveller (d) Tourist

3. WTO head quarter is in
(a) Madrid (b) Barcelona
(c) Rome (d) Turin
4. Second Congress of Social Tourism was held in
(a) Monte Carlo (b) Riviera
(c) Nice (d) Vienna
5. PATA was formed in the year
(a) 1966 (b) 1971
(c) 1951 (d) 1965
6. Example of adventure tourism is
(a) Swimming (b) Trekking
(c) Bungeejumping (d) Cycling
7. Which is not a element of tourism
(a) Hotels (b) Amenities
(c) Transport (d) Religion

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8. Birth place of Renaissance was

- (a) Spain (b) Italy
(c) England (d) Greece

9. Tourism was granted "export house" status on

- (a) 1990 (b) 1989
(c) 1998 (d) 2000

10. In tourism PLC end phase is

- (a) Introductory (b) Decline
(c) Saturation (d) Growth

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the characteristics of tourism industry?

Or

(b) Briefly explain the systematic framework of tourism production system.

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12. (a) How do you differentiate inbound and outbound tourism? Give relevant examples.

Or

(b) List out different types of adventurous tourism activities.

13. (a) List out the functions of Indian Aviation industry.

Or

(b) Give the importance of rail road network for the development of tourism.

14. (a) List out the functions of PATA.

Or

(b) Write a short essay on the role of ASTA in the development of tourism.

15. (a) Attractions and Activities are inseparable part of tourism development in a destination. Explain.

Or

(b) Briefly explain the typology of tourism products.

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PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the historical development of water transportation in the world.

Or

- (b) Briefly explain the Euro Rail and Amtrak railway system.

17. (a) Describe the role played by IATA in regulating international air transportation.

Or

- (b) Examine the potential of developing high way tourism in Tamilnadu.

18. (a) Elucidate Product Life Cycle theory.

Or

- (b) Explain the characteristics of tourism product.

19. (a) Describe the any three religious tourism destinations in Tamilnadu.

Or

- (b) Explain the concept of MICE tourism with relevant examples.

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20. (a) Illuminate different types of tourists

Or

- (b) Explain the role of Information and communication technology in the evolution of tourism.
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