

(6 pages)

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Sub. Code : HTMM 11

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, NOVEMBER 2015.

First Semester

TOURISM CONCEPTS AND PRINCIPLES

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Example of Traditional Tourist attraction is
(a) Monument (b) Health resorts
(c) Music and Folklore (d) Spas
2. Example of Leisure Tourism is
(a) Recreation (b) Holiday
(c) Health (d) All the three

3. AMTRAK was introduced to attract tourist in
(a) Paris (b) London
(c) Madrid (d) USA
4. Second Congress of Social Tourism was held in
(a) Monte Carlo (b) Riviera
(c) Nice (d) Vienna
5. Which one is not a religious tourist destination?
(a) Puri (b) Vaishnodevi
(c) Varanasi (d) Kovalam
6. Fa-Hein is a traveler from
(a) Nepal (b) Jappan
(c) Indonesia (d) China
7. Spa was introduced by
(a) Romans (b) French
(c) English (d) The dutch

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8. Paid holidays Act was promulgated in

- (a) 1936 (b) 1940
(c) 1930 (d) 1954

9. Schengen visa was established by treaty of

- (a) Amsterdam (b) Geneva
(c) Monte Carlo (d) Hague

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), each answer should not exceed 250 words.

11. (a) What is a tourism organisation? Explain the role of ICAO.

Or

(b) Briefly explain the functions of ASTA.

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12. (a) List out the merits and demerits of water transportation.

Or

(b) Explain the importance of road transportation in promoting domestic tourism.

13. (a) Distinguish between adventure and sports tourism. Give suitable examples.

Or

(b) Differentiate; Inbound and outbound tourism.

14. (a) Briefly explain the features of tourism products.

Or

(b) Briefly explain 'Accommodation is a heart of tourism industry'

15. (a) Elucidate the recent trends in Indian Tourism Industry.

Or

(b) Briefly explain different types of tourists.

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PART C — (5 × 8 = 40 marks)

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

16. (a) List out the major highlights of tourism development during the post-World War II.

Or

- (b) Briefly explain the global trends of tourism since 2005—2010.

17. (a) Describe the different stages in Product Life Cycle theory.

Or

- (b) Explain 'Tourism Products are highly Seasonal Oriented'.

18. (a) Examine the pros and cons of Air Transportation from tourism perspective.

Or

- (b) Explain the concept of cruise tourism. Give relevant examples.

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19. (a) Describe Ooty as a hill tourist destination in Tamilnadu.

Or

- (b) Examine the scope of Ethnic tourism development in Tamilnadu.

20. (a) Explain the roles and responsibilities of UNWTO in the development of tourism.

Or

- (b) Describe the roles and functions of IATA.

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