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Reg. No. : .....

**Code No. : 22859 E    Sub. Code : JMTO 21/  
SMTTO 21**

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

Second Semester

Tourism and Hospitality Management — Main

**TOURISM ORGANIZATIONS**

(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. Hiuen-Tsang came to India during the period of \_\_\_\_\_.
- (a) Harsha
  - (b) Asoka
  - (c) Kanishka
  - (d) Akbar

2. Marcopolo was the traveller at \_\_\_\_\_ city.
- (a) London
  - (b) New York
  - (c) Tokyo
  - (d) Venice
3. 'Dhilwara' temples were associated with
- (a) Jain
  - (b) Buddhism
  - (c) Sikkism
  - (d) Hinduism
4. Golden temple is located in \_\_\_\_\_.
- (a) Amritsar
  - (b) Ayothi
  - (c) Allahabad
  - (d) Amervati
5. \_\_\_\_\_ is called the "Switzerland" of India.
- (a) Ooty
  - (b) Simla
  - (c) Nainital
  - (d) Kashmir
6. According to Robinson the attractions-in the tourism are, to a very large extent in the character
- (a) Biological
  - (b) Geographical
  - (c) Psychological
  - (d) Technical

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7. A Travel plan that includes all elements of a tour like transportation accommodation and sight-seeing is called \_\_\_\_\_.
- (a) Package tour  
(b) Group tour  
(c) Cultural tour  
(d) Educational tour
8. The American Express company is the best example for a \_\_\_\_\_ agency.
- (a) Line                      (b) Staff  
(c) Auxiliary              (d) Travel
9. The Head quarters at the Pacific Area travel Association (PATA) is \_\_\_\_\_.
- (a) San Francisco      (b) New York  
(c) Chicago              (d) Washington D.C
10. The head quarters at the International Air Transport Association (IATA) is in \_\_\_\_\_.
- (a) Geneva              (b) Berlin  
(c) Washington D.C.    (d) London

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the socio-cultural benefits of tourism.
- Or
- (b) What are the factors which attracts tourism in India?
12. (a) Discuss the various types of tourism.
- Or
- (b) The Medieval travellers.
13. (a) Paid Holiday and Tourism.
- Or
- (b) Highlight the economic factors of tourism.
14. (a) Tourism and Advertising.
- Or
- (b) Mention the objectives of FURAI.



15. (a) What are the functions of the International Civil Aviation Organisation (ICAO)?

Or

- (b) Point out the formation and functions of the Pacific Area Travel Association (PATA).

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Examine the growth of tourism through the ages.

Or

- (b) Review the relation between the Tourism and International trade.

17. (a) Explain the role of travel agency in promoting tourism.

Or

- (b) Evaluate the contribution of Indian Tourism Development Corporation (ITDC) in promotion of tourism.

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18. (a) Explain the basic factors necessary for the success of a tourist centre.

Or

- (b) Mention the importance of hotels in Tourism Development.

19. (a) What are the different International Organisations that help tourism development?

Or

- (b) Describe the relationship between tourism and International Trade.

20. (a) How tourism Industry could further be developed?

Or

- (b) Examine the position of tourism development in India.

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