

Reg.No.:

Name:

Second Semester B.Com.Degree Model Examination, July 2017

(Career Related First Degree Programme under CBCSS)

Group 2 (a)

Commerce and Tourism and Travel Management

Vocational Course – II

TT 1271: FUNDAMENTALS OF TOURISM BUSINESS

Question Bank

Section – A

(Answer all questions. Each carries 1 mark)

1. Which of the following is not a potentially negative social and cultural impact of tourism?

A) Encouraging urbanization B) Commercialization of hospitality customs C) Loss of cultural authenticity D) Keeping local culture and traditions alive

2. Expand TAAI and FHRAI.

3. Expand the following; IATA, UNWTO.

4. What do you mean by medical tourism?

5. What are the 3 A's of tourism?

6. Define tourism.

7. List down four National parks in India

8. Define eco tourism.

9. Who is a traveler?

10. What do you mean by the word tourist?

11. What is pilgrimage tourism?

12. What is domestic tourism?

13. Who is a visitor?

14. Who is an excursionist?

15. What is international tourism?

16. What is seasonal tourism?

17. What is roving tourism?

18. What is agro tourism?

19. Name India's first planned eco tourism destination?

20. The Wagha border falls in the Indian state of?

Section – B

(Answer all questions. Each carries 2 marks)

21. What is the difference between leisure and recreation?
22. What do you mean by tourism system?
23. Write a note on rural tourism.
24. Write a note on the features of Thrissur Pooram.
25. Which are the USP's of Kerala tourism?
26. Explain the role of Kerala Kalamandalam in tourism
27. What is the difference between inbound and outbound tourism?
28. What is carrying capacity?
29. Explain the major activities of WTO?
30. What is the primary purpose of PATA?
31. What is silk route?
32. What is NTO?
33. What are the pull factors in tourism?
34. Explain the term multiplier effect?
35. What is demonstration effect?
36. What is mass tourism or group tourism?
37. What is a package tour?
38. List down 4 waterfalls of south India?
39. List down any 4 hill stations of India?
40. Who is a tour operator?

Section – C

(Answer all questions. Each carries 4 marks)

41. What are the major factors affecting the development of tourism industry?
42. Describe the characteristic features of tourism products?
43. Explain the role of service providers for the development of tourism industry?
44. Discuss on any four travel organizations and their role in tourism promotion?
45. Explain the need for planning in tourism?
46. What are the principles of eco tourism? Explain.
47. What is the different type of eco tourists?
48. Explain the concept of sustainable tourism?
49. Write a note on the travel documents required for international travel?
50. Discuss the economic impact (Both positive and negative) of tourism?
51. Explain the concept of eco tourism, its features and uniqueness?
52. Explain different types of meal plans in a hotel?

- 53. Explain the components of tourism?
- 54. Explain the concept of responsible tourism?
- 55. List down any five environmental impacts of tourism?

Section – D

(Answer any one question. 15 marks)

- 56. Explain in detail the 'positive and negative impacts of tourism'.
- 57. Describe the concept of eco tourism and explain eco tourism policy and planning and the features of eco tourism?
- 58. Give an account of tourism resources and products of Kerala?
- 59. Explain the factors affected the growth of tourism industry?
- 60. What are the different emerging types of tourism and explain the futuristic trends and new terminologies?