

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2011 – 2012 & thereafter)**

**SUBJECT CODE: 11HS/MC/TP14**

**B. A. DEGREE EXAMINATION, NOVEMBER 2012**  
**BRANCH I A– HISTORY AND TOURISM**  
**FIRST SEMESTER**

**COURSE : MAJOR - CORE**  
**PAPER : TOURISM PHENOMENON**  
**TIME : 3 HOURS** **MAX.MARKS:100**

**SECTION – A**

**I. ANSWER ALL THE QUESTIONS IN 30 WORDS EACH. (10X3=30)**

1. Define Tourism Phenomenon.
2. Write a note on Thomas Cook.
3. What is Mass Tourism?
4. Explain Adventure Tourism.
5. Write a note on Business Tourism.
6. Is Rural Tourism growing?
7. State the importance of Religious Tourism.
8. Explain Social Tourism.
9. Write a note on UNWTO.
10. Define Ethnic Tourism.

**SECTION – B**

**II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5X8=40)**

11. Briefly trace the History of Travel and Tourism.
12. Is Medical Tourism important to India?
13. State the concept of Paid Holidays.
14. Write about Tourism and Foreign Exchange.
15. What is Multiplier Effect?
16. Is Planning necessary for Tourism?
17. Write briefly about the strategies of Tourism Sustainability.
18. State the importance of Eco-Tourism.

**SECTION – C**

**III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3X10=30)**

- 19.a. State two definitions of Tourism and estimate Tourism's importance in the globalized scenario.

(OR)

- b. What are the various Motivations for Travel and Tourism?

- 20.a. State the benefits of Tourism development and explain it with special reference to economic benefits.

(OR)

- b. Describe the role of State in the growth of Tourism since Independence.

- 21.a. Bring out the Social and Cultural significance of Tourism in India.

(OR)

- b. Mention the Environmental Impact on Tourism and what are the challenges faced by "Sustainable Tourism"?

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