

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2022– 2023)

B. A. DEGREE EXAMINATION, NOVEMBER 2024
TOURISM AND TRAVEL MANAGEMENT
FIFTH SEMESTER

COURSE : MAJOR - CORE
PAPER : EMERGING TRENDS IN TOURISM
SUBJECT CODE : 22TT/MC/ET54
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION – A

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

1. Define Tourism
2. Fashion Tourism
3. Spa Tourism
4. Monsoon Tourism
5. Ayurveda centres
6. Double Booking
7. Multiplier Effect
8. Rural Hospitality
9. Bleisure Tourism
10. Agro Tourism

SECTION – B

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

11. Explain the motivations for travel and explore the new trends in tourism.
12. Provide an overview of the social significance of tourism.
13. Explain the significance of rural tourism and the scope for its expansion in India.
14. Discuss the rising scope of space tourism.
15. Highlight how India has become the main attraction for medical tourism.
16. What are the technical and technological challenges faced in the tourism sector?
17. Suggest practical upgradation of amenities and facilities to develop tourism in India.
18. Evaluate the new trends in tourism that have maximum scope for expansion in India

SECTION – C

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

19. a.) Highlight the scope of wellness tourism in India.
(OR)
b) Evaluate the factors that have influenced the growth of tourism in India.
20. a) Discuss the economic significance of tourism promotion and growth.
(OR)
b) Explain how unplanned tourism can cause damage to a region with suitable examples.
21. a) Analyse how sustainability has a long term impact on the maintenance of tourist destinations.
(OR)
b) Critically analyse tourism policies initiated by the government that impacts sustainability.