

B. A. DEGREE EXAMINATION, NOVEMBER 2013
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. What is 5As in Tourism?
2. Define Inbound Tourism
3. Explain the term 'Atithi Devo Bhava'
4. How Tourism creates international understanding?
5. Define the term EIA
6. Comment on Ecological foot print
7. Define NTO
8. What is CRS?
9. List out the activities of TAAI
10. What is Globalization?

SECTION – B

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

11. Explain the basic components of Tourism
12. What role does Tourism play in the growth of a Region?
13. Analyse Cultural Tourism in India
14. Write a short note on Medical Tourism
15. Explain the concept sustainable tourism and its features
16. Explain the functions IATA
17. Write a note on Agro-rural tourism
18. Analyse the Employment opportunities in Tourism industry

SECTION – C

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

19. a. Describe the significance of Tourism
or
b. Explain various types of Tourism
20. a. Discuss the impacts of tourism on environment and suggest measures to reduce adverse impact
or
b. Write an essay about World Tourism Organisation
21. a. Explain the role of five years plan in Tourism Development in India
or
b. Describe the importance of Information Technology in Tourism
