

Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University) Coimbatore-641 043

Bachelor's Degree Examination – November 2018

Semester I

Class : I UG
Major : BBA (Tourism)

Time :3 hrs.
Max. Marks: 100

18BTOC02 – TOURISM PRINCIPLES AND PRACTICES

Part-A

10 x 1=10

Choose the correct answer

1. FIT stands for

- a. Free Individual Travel b. Free Independent Traveller
c. Free Incentive Travel d. Frequent Independent Tour

2. Domestic tourism embraces those travelling

- a. Within their own country b. To overseas islands
c. Outside their own country d. On overseas cruises

3. The amount paid to the first travel agent for the trip from Liecester to Loughborough was

- a. One pound b. One shilling c. One dollar d. One rupee

4. The world's first pleasure travelers were the

- a. Mandarins b. Greeks c. Indians d. Romans

5. The headquarters of UNWTO is located in _____

- a. Montreal b. Madrid c. Hague d. Chicago

6. The India Tourism Development Corporation Ltd (ITDC) was set up in what year?

- a. 1966 b. 1955 c. 1975 d. 1985

7. Package tours are designed by

- a. Tourists b. Travel Agents c. Tour Operators d. Airlines

8. Wal-Mart, Domino's Pizza, and Avis Rent-a-Car are examples of _____

- a. Retailers b. Agents c. Industrial Distributors d. Wholesalers

9. Government has constituted which council on 28th Oct 2016 to make India a global tourism hub?

- a. Indian National Tourism Council b. National Tourism Council
c. National Tourism Advisory Council d. National Advisory Council

10. The first tourism policy was implemented in

- a. 1980 b. 1982 c. 1981 d. 1983

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

11.a. Define tourism and write its cost of Benefits.

(or)

11.b. Briefly explain the components of tourism.

- 12.a. Analyze the five variables that determine attractiveness of a tourist destination.
(or)
12.b. Evaluate the characteristics of tourism service/product.
- 13.a. Identify the functions of PATA.
(or)
13.b. Tourism brings both economic and non economic benefits to the host country. Explain.
- 14.a. Distinguish between the wholesalers and the retailers in the travel industry
(or)
14.b. Discuss the role of special agents in tourism distribution.
- 15.a. Examine the process involved in the planning of tourism.
(or)
15.b. Identify a destination of your choice and formulate policies in view of developing and promoting the same.

Part C

5 x 12=60

Answer the following

Answer should not exceed 800 words or four pages

- 16.a. List out the different types of tourism and explain each with illustrations.
(or)
16.b. Tourism contributes towards the economic development of a nation. Justify.
- 17.a. Discuss the chronological development of travel and tourism since the ancient period till date.
(or)
17.b. Analyze critically the development of transportation through the ages.
- 18.a. Appraise the functions of UNWTO and WTTC.
(or)
18.b. Compare and contrast the role and functions of IATA and ICAO in travel and tourism.
- 19.a. Distribution channels are inevitable in reaching out to the end customers. Give suitable illustrations in favour of the statement.
(or)
19.b. Discuss the role of GSA and PSA in tourism distribution.
- 20.a. Analyze the role of government in contributing towards the policies pertaining to the development of tourism in India.
(or)
20.b. Explore the relationship between political stability at destinations and tourism development. Also explain the role that government can play in tourism planning.
